

PRINTERS' INK.

JAN 26 1899
JOURNAL FOR ADVERTISERS.
GEO. F. ROWELL & CO., Publishers, 10 SPRING ST., NEW YORK.

VOL. XXVI. NEW YORK, JANUARY 25, 1899. No. 4.

John Wanamaker
I OWE MY
SUCCESS
TO THE
NEWSPAPERS
AND TO
THEM I
FREELY
GIVE A
CERTAIN
PROFIT OF
MY YEARLY
BUSINESS

The entire last page of
every week-day issue of

The Philadelphia Record

for a period of Two Years
will be devoted to : : :

Mr. Wanamaker's Advertisement.

THE RECORD PUBLISHING COMPANY, PHILADELPHIA.

Rooney's Wisdom.



"No, be gorra," said Mr. Rooney, "Oi dohnt pause an' reflect an th' onsartainties uv loife, it takes oop all me toime kapin' thrack av th' sure things."

Rooney's philosophy may well be applied to the problem of profitable advertising.

Give all your energies to the "sure things," let the other fellow do the experimenting.

Advertising in well patronized street cars has proven the "open sesame" to good results. The most successful business firms of America are the largest consumers of advertising space in the street cars.

They know it's a "sure thing."

We offer you the best street car advertising service in America, and there's no "ifs," "ands," "buts," doubts, or exceptions to the fact.

We're ready with the evidence, are you ready to hear it?

Ambrose F. Petry

General Eastern Agent,

REPRESENTING

**Detroit, Cleveland, Louisville, Memphis,
Gd. Rapids, Toledo, Nashville, Atlanta,
Indianapolis, Dayton, Toronto, Can. Richmond.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXVI.

NEW YORK, JANUARY 25, 1899.

No. 4.

DRY GOODS ADVERTISING IN CHICAGO.

EXTRAVAGANCE OF EXPRESSION AND INVIDIOUS COMPARISON WITH "THE OTHER FELLOW" IS THE RULE—EACH MERCHANT OFFERS EVERYTHING AT HALF PRICE OR BELOW—A WORD ABOUT SUNDAY PAGES.

Chicago dry goods advertising differs from other metropolitan advertising just as Chicago differs from other big cities. They call it the "windy city," and windy its dry goods advertising certainly is. Full-page advertising is the rule. Six leading firms always run full pages, and at least two increase to double pages just preceding the holidays.

But it is the character of Chicago dry goods advertising rather than the size that strikes the Easterner. Perhaps it is enough to say that it is distinctly Chicagoesque. Just as every other saloon claims to sell the "biggest glass of beer in the city for 5c.," and every cigar store the "best 10c. cigar in Chicago for 5c.," so the dry goods men, with just enough exceptions to prove the rule, all claim to undersell their competitors.

Just now the annual January sales of white goods and garments are in progress, and these quotations from competing houses in these lines will illustrate the point:

The Fair.—"Emphatically the lowest prices, quality considered."

Siegel-Cooper & Co.—"You can't find the equal of them anywhere."

Rothschild & Co.—"Competition-defying sale."

Schlesinger & Mayer.—"Unprecedented bargains, surest and greatest economies Chicago has known for many years."

Mandel Bros.—"Unparalleled selling, unparalleled pricing, grand values."

Boston Store.—"Prices, as always, the lowest; values the best."

Sol Wolfe.—"Very best values in the city at the very lowest prices."

When this sort of thing is repeated in almost every department of almost every house in almost every Sunday advertisement, does it seem likely that

it conveys any other impression to the dear public than utter weariness? And can any one wonder why advertised claims are habitually mistrusted and discounted by the buying public?

One of these Chicago advertisers, when taken to task about his method, frankly stated his position by saying:

"Lie? Of course I lie. I have to lie to tell the truth. People discount advertisements anyway, and if I told the truth they would do the same. One of my neighbors advertises 'Dollar silks for 50c.'; another goes him one better by claiming to sell '\$1.50 silks for 50c.'; a third offers '\$2 silks for 50c.'; and by —, I'll come out with 'Five dollar silks for 50c.' and run my chances of being believed as much as they. Everybody will know that it's a lie, but they will reason that there must be a pretty big mark-down or we wouldn't make such claims."

The size of the claims made is frequently in inverse proportion to the size of the store. Schlesinger & Mayer, who rank sixth or seventh in size among Chicago dry goods houses, use in the display headlines of eleven departments in one Sunday's advertisement the phrase, "CHICAGO'S GREATEST," following it with modest little assertions like these:

"Great bargain event that has no peer or parallel in local dress goods selling."

"Phenomenal attractions of this one up-to-date undermuslin store"

"Absolutely unprecedented gathering."

"Half and less than half usual prices."

The enthusiasm of Mandel Bros. runs to big adjectives. They tell of:

"Phenomenal pricing" and "astounding inducements" in cloaks.

"Incredible offerings" in silks.

"A mammoth event—stupendous clearing" in dress goods.

"The grandest collection of wash fabrics ever shown in Chicago."

"A gigantic clearance" in dressing sacques.

An "unrivalled gathering" of men's shirts.

A "sensational corset sale," and so on.

Charles A. Stevens & Bros., who strive for the best trade and carry high-grade goods, for some unknown reason, seek to outdo the trashiest de-

THE UNICO.

HOW A CHICAGO FIRM PLACED A NEW CIGAR—STORY OF THE "UNICO."

"No, it is not too early to speak of the results of advertising the 'Unico,'" said A. S. Curlett, of the Chicago firm of Ruhstrat & Curlett, when interrogated as to the success which has attended a recent trial of a new departure in cigar selling.

"It may be stated," continued Mr. Curlett, "that the campaign has accomplished its full purpose and has been even more successful than we anticipated. All that we started out to do was to place our new cigar with as large a number of Chicago dealers as was possible. To this end we undertook some extensive advertising.

"How did we start? In the first place we obtained from the Gunning Company and the Western Ad Sign Syndicate 110 of their best boards. Upon these were emblazoned a series



Good to the End!
Every bit of the
UNICO
—the new 10c cigar
—is good to smoke. You'll hate to throw away the stub. It is original in quality—with more good stuff in it for the price than smokers are used to. Sold by all leading cigar dealers.
Trade Supplied by
RUHSTRAT & CURLETT,
234 Madison St.

of terse, curiosity-arousing catch-lines. Some big boards merely bore the word 'Unico.' Others read, 'Unico at all druggists,' while among the most effective were those which said, 'Your wife will like me—Unico.' There were many similar phrases in the series, and so well were the boards located that their legends were widely read and much commented upon. There was nothing to tell whether Unico was a patent medicine or a theatrical attraction. Then it was that our salesmen sallied forth to call upon the trade. Suffice it to say that Unico sold like the proverbial hot cakes. We've never introduced a cigar, and we've put out several that are famous, which went with such a rush.

"Of course our salesmen made their talk upon the advertising almost as much as on the quality of the cigar, and found the publicity story the more efficacious. The dealers who refused to put in at least a few hundred were

few and far between. Most of them conceded that the advertising would make a call for the Unico, and they wanted to be prepared to meet it. Most of those who refused to buy at our salesmen's first call have since fallen into line.

"We told the dealers that newspaper advertising would be taken up just as soon as we had the goods so distributed that the consumers could find them, and we kept our word; in fact, I believe the only advertising proposition we have declined was that of the man who wanted to put us in the street cars. We employed lithographs, hangers, booklets, dodgers, transparencies, theater programmes and pretty nearly everything else except the cars, which we declined, as I believe men seldom read the cards there displayed. Men going to or from home are too intent on their newspaper to read the ads in the racks over their heads; street cars are good to catch the women, but women don't smoke.

"About the newspapers? Well, good men and the best advertisers tell us that the dailies are the only true, twenty-four-carat advertising medium, and we are now running a fifty-line double column ad in the *Tribune*, *Times*, *Herald*, *Chronicle* and *Post*, appearing in each in rotation. If you'd tell us whether or not it's paying we'd be much obliged to you. The ads are illustrated, are prepared by a man who is classed as an expert, and are changed every week. It costs a lot of money to print them, and we are by no means sure of the result.

"We are, of course, prepared to concede that advertising is selling our cigars for us, but we're not at all certain where we're getting the most action for our money. It's a difficult proposition. To begin with, Unico is a ten-cent cigar and Chicago is a five-cent town, particularly for domestic stock. If our cigar was clear Havana we should have a larger constituency to advertise to. We will grant that most men glance over the ads in their paper—another thing of which I am not certain—and we must pick out the mediums which have the largest proportion of ten-cent readers. That's why we take the *Evening Post* and pass the *News*, which prints pretty nearly ten times as many papers. The *Post* is the only two-cent evening paper, and reaches a splendid class of people. They're the ones we want.

We're surprised that the *Post* has not more advertising directed at the best class of people.

"Why don't we use the *Record*? For the reason that we think it is read by a class less likely to buy ten-cent cigars than are the readers of the other sheets. Mistaken, you say? Well, perhaps we are. The only thing we're sure of is that we're selling cigars.

"Plans for the future? We haven't any. We shall advertise Unico as long as we can get the results which have attended our first efforts. What do you suggest? That we stick to the newspapers whatever else we do? Every newspaper man tells us that. They're all against the billboards, and say they're only good to attract a moment's attention, while in a good paper one's story is constantly before a host of readers. How would you use the newspaper space? To tell the merits of the Unico? That's very well, but how? Preach the beauties of domestic stock? That's better. Tell it tersely? We try to do that.

"No, we have not tried to push the cigar outside of Chicago, except at Kankakee, Ill., where the dealers stood ready to put in Unico if we would give them the advertising, and we accommodated them. Some of the distributors of Unico are using our ads in other commercial centers, and think they're paying." H. B. HOWARD.

TWELVE YEARS OLD.

OWN A NEWSPAPER.

No type or machinery necessary. Full information at N. Y. NEWSPAPER UNION, 134 Leonard St., New York.

Having observed the foregoing advertisement in the *Evening Sun* for several years, a representative of the Little Schoolmaster asked Mr. Joseph H. Beals, President of the New York Newspaper Union, concerning it. Said Mr. Beals:

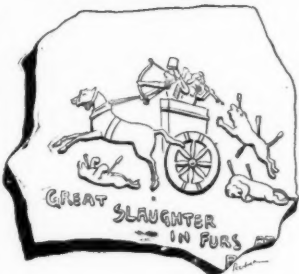
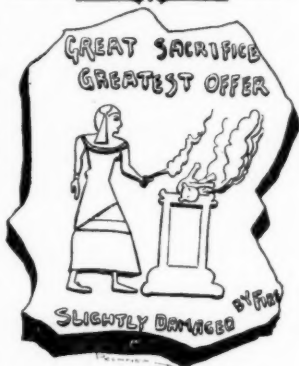
"When the *Evening Sun* was started, fully twelve years ago, having faith in the publication, I gave an order to Messrs. Geo. P. Rowell & Co. to send this advertisement in, and to have it appear every other day till forbid, and it has been running ever since—no change of copy and no intermission. The *Evening Sun* is the only paper which we have ever employed in the matter. It has brought perfectly satisfactory returns, for we are now running more than one hundred papers brought in by it. Half the people in the world think they can run a newspaper, and these we reach through our announcement. The principal customers secured have been school and college papers."

IGNORANT.

The most ignorant man in America lives in St. Louis. The other day he asked his employer, who was reading a paper: "Say, boss, which does you read, the black or the white?" —*Kansas City Star*.

COMING WESTERN ADVERTISING.

The manufacturers of the West have made wonderful progress and introduced new methods which have caused some of the older concerns to look with envy upon their success. Rapid strides have been made here in the proprietary medicine business, which formerly had been confined almost exclusively to the East. All of this means advertising, whether it be by the agency of newspapers, magazines, sign boards, street car signs, circulars or the hideous "sandwich man."—*Chicago (Ill.) Record*.



MODERN ADVERTISING PHRASES
"BANNERIZED."

HIGH COMMENDATION.

It is well known that the Geo. F. Rowell Advertising Agency advocate low rates for advertising. It seems to be "constitutional" for advertising agents to try to cut publishers to the lowest possible notch, and particularly is this true of the agency above mentioned.—*The Medical World, Philadelphia, Pa.*

We would like to place your advertising in daily papers.

It is probable that we shall secure for you better service and more for the money than you are getting.

We can only convince you of this by a trial.

When you want a good advertisement inserted in a good paper, address

The Geo. F. Rowell Advertising Agency

10 Spruce Street,

New York.

THE FACTS OF BUSINESS.

By Wolstan Dixey.

Business grows from advertising, but advertising grows out of business; that's a bigger fact. Business is the first thing, the biggest thing; the advertising is an outgrowth—comes out of business as the egg comes from the hen. Then if the advertising is good you can hatch more business out of it.

Advertising is the most matter-of-fact thing in the world. It grows out of the facts of business. You can hardly know anything worth knowing about advertising a business, by imagination or theory or surmise. Even the things you think are mere matters of common sense will turn out entirely different from what you expect when put to the test.

You will think your goods are exactly suited to a particular class of people; but that class will pass you by, and the sort of people you never looked for will run after you.

There is a weak spot somewhere in your stuff which you are afraid everybody will jump on; you'll find nobody notices it. Even if you tell them about it, they won't pay any attention; but they'll punch you full of holes on some point you thought was dead solid.

You've got a special flavor or kink or something to your output, which you think the public will go crazy over; you think it's bright, original and hugely clever. The public won't have it; they will call it "same old thing; makes us tired." But some other thing you thought was pretty flat, not much good, but the best you could do, they fall in a fit over; declare it is "just great! The slickest ever happened! Worth twice the money!"

Where are you?

Just take your little lesson as the public gives it to you. When they tell you what they want, give it to them, and let it go at that. Don't try to educate them; don't turn yourself into a pedagogical institute. Hand over the goods and bank the coin; because tomorrow they may change their minds and want something entirely different. Then you've got to learn your lesson all over again.

An accumulation of these facts and experiences gives an advertiser a certain amount of guidance; shows him the methods that will probably succeed and the ones that are not safe to try. Also the thing that is absolutely im-

possible; and along comes some brash young fellow, tries that, and makes the biggest hit of all.

The only way is to find out by trying what is the best way to push a business. When things give way in a certain direction, push for all you're worth. When they resist, find out if you're up against it or if there's another way to get through.

Keep your finger on the public pulse; watch their symptoms every minute; be ready to move and move quickly.

ADVERTISING NOVELTY FIRMS.

The *Novelty Guide* of Jamestown, N. Y., publishes the following as a list of manufacturers of advertising novelties:

American Manufacturing Co., Jamestown, N. Y.; Aluminum Novelty Co., Canton, Ohio; American Novelty Co., Lowell, Mass.; Burlington Sign Co., Burlington, Vt.; Brown & Bigelow, St. Paul, Minn.; U. O. Colson Printing and Advertising Co., Paris, Ill.; Cussons, May & Co., Glen Allen, Va.; Duckback Co., Dayton, Ohio; Empire Novelty Co., Wells-ville, N. Y.; Erie Specialty Co., Erie, Pa.; Golden Novelty Co., Chicago, Ill.; Hampton Toy Co., Westfield, Mass.; H. B. Hardenberg & Co., New York; Henderson Litho. Co., Cincinnati, O.; Robt. Johns & Co., Chicago, Ill.; Merchants Pub. Co., Denver, Col.; McClosky, Pitz & Co., Philadelphia, Pa.; Milwaukee Blank Book Co., Milwaukee, Wis.; Fred'k S. Mills, Gloversville, N. Y.; Novelty Cutlery Co., Canton, Ohio; Promis & Co., Philadelphia, Pa.; Pencil Exchange, Jersey City, N. J.; Ronemus & Co., Baltimore, Md.; Regent Manufacturing Co., Chicago, Ill.; Stanford & Co., Ithaca, N. Y.; Herman Voss, Milwaukee, Wis.; Whitehead & Hoag Co., Newark, N. J.; Geo. R. Woodruff, Ravenna, O.

H. B. KIRK.

H. B. Kirk is well known to the advertising world because of his long connection with the wine and liquor trade of New York City and the publicity he has given his goods through the columns of the newspapers. The *New York Commercial* of a recent date has a very interesting account of Mr. Kirk and his work here in New York. A signboard put up by him forty-three years ago still remains to attest his long service in the trade. More than fifty years ago he entered, then being a mere lad, the wine house of R. E. Messenger at Boston. Prohibition agitation in Massachusetts drove Messenger to New York, and Mr. Kirk accompanied him. Three and one-half years after the former retired and Mr. Kirk succeeded to the business—nearly forty-seven years ago. In 1860 the "Co." was added to the firm name, the other names now being H. F. and W. G. Moore. Mr. Kirk has always conducted his business along honorable lines, has been a generous advertiser, is a successful man of business, and held in high esteem by a large circle of friends.—*Newspaper Maker*.

A RATIONAL BASIS.

I find a great many newspaper men who set before me their card of rates figured upon the basis of what the space is worth to them to make their paper profitable. In contracting for space I can not use that basis. I can pay for the space I need the price that will leave a profit for me. I have never yet found a publication which placed too low an estimate upon its space.—*Caxton Caveat*.

Circulation "High." Rates "Low."

"Judicious Advertising—The Keystone of Success."
All Records Broken—1898 Average 30,055 Copies Daily.
A Wonder and a Winner, and a Getter of Quick Results.

The Atlanta Journal

IN THE YEAR 1898.

NO PARALLEL CASE IN ELEVEN OTHER SOUTHERN STATES.

STATEMENT OF CIRCULATION OF THE ATLANTA JOURNAL, ATLANTA, GA., OCT. 1, 1898.

Messrs. GEO. P. ROWELL, Publishers of American Newspaper
Directory, 10 Spruce Street, New York :

Sirs:—The actual number of complete copies printed of this paper
for one year from Oct. 1, 1897, to Oct. 1, 1898, have been as stated below.

MONTHLY TOTALS RECAPITULATED.

1897—October.....	603,980
November.....	616,250
December.....	615,740
1898—January.....	590,090
February.....	570,080
March.....	748,100
April.....	935,070
May.....	1,082,530
June.....	984,530
July.....	1,014,810
August.....	890,280
September.....	725,840

Grand total of copies printed
during year, **9,377,300**

The grand total when divided by 312, which is the actual number of days of issue, shows the average number of complete copies printed per issue to have been 30,055. This is a correct report for one year, ending with September 30, 1898, and is made in good faith for the purpose of being placed on file in the office of the American Newspaper Directory, and securing an accurate and exact circulation rating in the next issue of that publication.

(Signature). H. H. CABANISS, Business Manager.

SHOWING YEARLY GROWTH.

1894 . . . Daily, 16,470	1895 . . . Daily, 17,009
1896 . . . Daily, 19,822	1897 . . . Daily, 22,179
1898 . . . Daily, 30,055	

Total Number Printed, 9,377,300.
Daily Average, 30,055.

WEEKLY JOURNAL, - - - 16,280.

The S. C. Beckwith Special Agency,

Sole Agents Foreign Advertising,

**The Tribune Building,
New York.**

**The Rookery,
Chicago, Ill.**

A LOCAL FURRIER.

SEAL sacques and capes altered into fashionable garments at lowest prices. BARKER'S, 111 West 39th Street.

Mr. Frank C. Barker, in telling his advertising story to the PRINTERS' INK representative, stated that towards the end of January, or a little later, he withdrew all his advertising.

"For six months of the year we do absolutely nothing. We anticipate our busy season by advertising, and then shut down on it a little before business ends."

"What mediums do you employ, Mr. Barker?"

"We do a local business entirely, and a large part of that is repairing. So we do not attempt to reach out for trade. As a consequence we use no magazines or general publications. As for the L roads and the street cars, we find them too expensive for our purposes. We are therefore thrown back on the daily papers."

"Which of them do you employ?"

"Almost all—the *Herald*, the *Times*, the *Tribune*, the *Sun*, the *World*, the *Journal*, and the *Evening Sun*, *World* and *Journal*. These we use every day. On Saturday we also employ the *Evening Post* and the *Mail and Express*. We find the last two rather too expensive to use every day."

"Do you advertise in the Sunday issues?"

"Oh, yes."

"How about the *Press*?"

"We discontinued it, finding it of small value."

"How about the *Staats-Zeitung*?"

"We do not employ it to sell our wares, but when we want help, we use the *Staats-Zeitung* and are furnished with very superior labor."

"How long have you been advertising?"

"Ever since we started, about nine years ago."

"What is your expenditure?"

"About \$30 a week in season—say \$800 a year."

"Which is your most effective medium?"

"We do not try to trace results, but we know that the *Herald* sends us the most customers and the best ones."

"Do you circularize?"

"To a very small list. Very much of our business of late years has come through personal recommendation. So much so that I am sure that if we dropped our advertising now we would

lose scarcely a third of our trade. Every year this is growing more to be the case. Nevertheless, I would not give up advertising. I advertise on principle."

A PECULIARITY OF THE RELIGIOUS NEWSPAPER.

Dr. Frederick A. Bissbe, editor of the *Universalist Leader* of Boston, writes as follows:

Finding a copy of my own paper of not recent date in San Jose, Cal., with "Philadelphia, Pa.," upon the address label, I was curious to trace the journeyings that had landed it so far. I learned that the copy in hand was the latest of regular arrivals that had come weekly for several months from a friend in the southern part of the State who received it from the East. That was sufficiently indefinite to whet my curiosity, but before gratifying it in that direction I asked the woman what she was going to do with her copy, and she said, when she had accumulated three or four, she sent the package to her nephew in the mines. A letter to the friend in the southern part of the State brought the information that the paper came to her from her brother in Denver, who received it regularly from the Post-Office Mission of the Church in Philadelphia, to whom it was contributed by the original subscriber. Here a single copy of the paper went regularly to the original subscriber, the "brother in Denver," the "friend in Southern California," the woman in San Jose and her "nephew in the mines."

Certain questions presented themselves: Was the circulation of this copy of the paper exceptional? Was it peculiar to religious journals? Was it legitimate circulation? Was such circulation beneficial or injurious to our paid subscription list?

On my return I instituted inquiries among our agents to learn if they met many whom they solicited who had the reading of other people's papers, and the response came promptly that the religious papers were passed about from house to house in the parish greatly to the detriment of their business. I further found that in 1,000 of our churches there were 500 post-office missions whose chief stock in trade was the weekly denominational paper. In addition there was a national post-office mission and several State missions whose principal business was the gathering up of our papers and redistributing them through the post-office. Also, that in the vestibules of many of our churches were fixed racks to hold the papers for distribution, to which our subscribers were asked to contribute their copies after their own reading. These post-office missions are carefully organized and records are kept of the number of pages distributed, a single copy of our paper being counted as twenty pages, and in the reports it appeared that the different missions sent out from one thousand to several hundred thousand pages annually, including not only the church paper but tracts and pamphlets and even books.

Can any such facts be stated regarding any other class of newspapers? Do they give any peculiar value to the circulation of the religious journal? Supposing with a circulation of 24,000 one-third only of the copies are redistributed but once, does it give, from the advertiser's standpoint, the value of 32,000 at the 24,000 rate? Of course it is impossible to reduce this matter to accurate figures, but is there not an element of circulatory value here suggested?

A FURIOUS shower does not soak in so well as a steady rain. A double-column advertisement once a year is not so good as a half-inch fifty-two times a year.—*Newspaperdom*.

The Evening Wisconsin.

STATEMENT OF CIRCULATION OF THE EVENING WISCONSIN, MILWAUKEE, WIS., January 1, 1899:

Stats.—The actual number of complete copies printed of this paper for one year from January 1, 1898, to January 1, 1899, have been as stated below:

Days	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	Monthly Totals Recapitulated.
1	New Year	17,286	18,028	17,983	Sunday	20,771	18,881	18,209	18,059	17,941	17,364	17,523	
2	Sunday	17,435	18,876	20,068	28,062	20,723	18,802	18,162	18,066	Sunday	17,293	17,166	JANUARY.
3	Sunday	21,759	18,114	20,532	23,668	20,723	Sunday	18,046	18,066	Sunday	17,806	18,944	17,246
4	Sunday	24,120	17,516	17,904	22,990	22,055	37,919	18,225	18,225	Sunday	17,626	17,008	
5	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	FEBRUARY.
6	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
7	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
8	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
9	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
10	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
11	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
12	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
13	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
14	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
15	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
16	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
17	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
18	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
19	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
20	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
21	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
22	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
23	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
24	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
25	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
26	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
27	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
28	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
29	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
30	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
31	Sunday	23,126	20,712	21,809	22,895	Sunday	37,919	18,052	18,052	Sunday	17,704	17,008	17,186
Mo. Totals	481,135	448,791	496,175	627,495	603,086	520,763	566,055	492,337	486,531	464,718	468,270	454,692	17,488

Grand total of copies printed during the year, 5,989,038. The grand total when divided by 311, which is the actual number of days of issue, shows the average number of complete copies printed per issue to have been 19,267. This is a correct report for one year, ending with December 31, 1898, and is made in good faith for the purpose of securing an accurate and exact circulation rating. It will be noted that this report is signed by one whose authority to sign is apparent.

A. J. Eddy.

GEN. MGR.

HORACE M. FORD, 112 Dearborn St., CHICAGO, ILL., Western Representative. CHAS. H. EDDY, 10 Spruce St., N. Y. CITY, Eastern Representative.

CHARACTER OF THE DAILY.

I know a city in which, at one time, the daily papers seemed to vie with each other as to which could come the nearest to the line of indecency which would exclude them from the mails. The women of the city rose up in protest, and mass meetings were held to denounce the offenses of the press. At the height of the excitement a change of ownership took place in one of these journals, and the new proprietor, possibly as a matter of business, took sides with the women, denounced his contemporaries, and engaged to and did run a perfectly clean paper. After a few months of trial, and an active canvass on that basis, the proprietor told me that he had not won over a single subscriber whose subscription could be traced to the cause, while his saloon and barber-shop patronage fell off to nothing, and his sales to mill hands were seriously impaired. He said he presumed he did get some, but he never knew them. At considerable expense he had lists made of the men and women prominent in the "clean paper" agitation, including a long list—many thousands—of those who had registered themselves in the movement, compared his own carrier's books, and made a deliberate set to get the subscriptions of these people who were taking the papers they denounced. He got substantially none of them; only the ordinary changes took place which are constantly going on. And yet his paper was as good as the others, and clean. He was utterly disgusted. He said these reformers were humbugs. Every one of them really wanted the nasty stuff which they were getting. He seemed to be right, for in a few weeks more the whole thing dropped.

The fact is that every community makes its own press. What the papers give people is really what they want. In public meetings they may say they do not want it; but their subscriptions say they do. The long list of clergymen and society leaders who were taking the papers they denounced, and refused to change to one equally good in all things except sensationalism, convinced me that newspaper men know their business. I doubt if there are three papers in America whose course on any non-political subject in which the proprietor has no pecuniary interest can not be changed by a hun-

dred "stops" for an identical stated course. That the daily press is what we find it, is due to the fact that "stops" do not come.

And this being the case, I do not see how a daily journal can be conducted as an impartial investigator and champion of the truth as it is discovered. The necessities of pay-day will prevent it. The public has come to demand from the daily press what it costs large daily expenditure to provide. That expenditure can only be met by maintaining a circulation which shall be a basis of profitable advertising rates. If the general public does not find what it wants in the journal, the circulation can not be maintained; if the income falls off, expenses must be reduced; then the paper becomes dull, for the brightest men will go where the largest salaries can be paid. Then those who would be its staunchest supporters leave it in flocks, and there inevitably follows a change of character, if not a change of ownership.—*The Arena, Boston, Mass.*

ADVICE FROM LONDON.

If you want to succeed and succeed quickly, have nothing to do with unsuccessful men or semi-successful papers. Appear always in print at any rate in company with successes; and in business don't deal with or try to make use of men who have failed. Help them certainly, but don't expect those who couldn't help themselves to help you. A successful man, even in a small way, will help you to succeed if you engage his services, but the man who has failed brings an atmosphere of failure with him, which somehow effects even the most successful concerns that he may be employed in.—*Advertising (London).*

PATRICK'S TESTIMONIAL.



Copyright 1898 by Brooklyn Life.

DEAR DOCTOR—My wife used one bottle of your liniment on me last night with considerable effect. It is needless to say that I feel like a different man, and will be out of bed in a few days.

***It Leads the Papers of
The Twin Cities : : :***

THE MINNEAPOLIS JOURNAL

***Facts—you can not be deceived.
You can measure yourself.***

The following percentages are made from the total amount of advertising carried by the respective papers for December, 1898, from a carefully kept daily record. It does not include **free wants** or under-rate official advertising, neither of which is carried by THE JOURNAL :

	PER CENT.
JOURNAL carried more advertising than Daily Times by..	80
JOURNAL carried more advertising than Daily and Sunday Times by.....	25
JOURNAL carried more advertising than all day Tribune by.....	62
JOURNAL carried more advertising than all day and Sunday Tribune by.....	20
JOURNAL carried more advertising than Daily Pioneer Press by.....	100
JOURNAL carried more advertising than Daily and Sunday Pioneer Press by.....	30
JOURNAL carried more advertising than Daily Globe by..	200
JOURNAL carried more advertising than Daily and Sunday Globe by	90
JOURNAL carried more advertising than the St. Paul Dispatch by.....	10

THE JOURNAL's advertising rates are higher than the other dailies, but lower per line per thousand circulation.

For rates, etc., apply to

R. A. CRAIG,

In charge Foreign Advertising,

87 Washington St., Chicago. 41 Times Bldg., New York.

ADVERTISING JEWELRY ON INSTALLMENT.

This business is located in business-like offices, and gives a stranger the impression of activity and hustle.

ON WEEKLY PAYMENTS—Fine diamonds; watches; no trade. Delivered on first payment; lowest prices; business confidential. Call or address WATCH SUPPLY CO., Three Maiden lane, room 52. All goods guaranteed.

Said the manager to the representative of PRINTERS' INK who called during the holiday season:

"We have been in business for ten years. We commenced to advertise five years ago—"

"Supplanting your salesmen?"

"No, supplementing them. It has proved a valuable aid, made selling easier, and undoubtedly has brought in independent sales."

"What mediums do you employ?"

"Some of the dailies; no magazines or weeklies, and we even circularize very little."

"Which of the dailies, and to what space?"

"The *Herald*, the *Journal*, morning and evening, the *World*, morning and evening, the *Sun*, morning and evening, the *Mail and Express*, the *Press*, the *Times* and the *Tribune*. We use from two to four lines."

"Do you go in on Sundays?"

"No, only in such papers as give us seven insertions for the price of five. Before the holidays we go into the papers every day, but during the remainder of the year we are only in twice a week."

"Do you key your advertisements?"

"No, but by dint of inquiring and observation we are generally able to ascertain the source that brings in most of our customers."

"Which do you consider your best medium?"

"The *Herald*, by all means. A two-line ad in the *Herald* is easily worth to us more than a four-line ad would be in any of the other papers."

"You probably mean that the *Herald* brings in cash customers?"

"By no means. Very few of our customers are cash customers. But there is a difference between credit customers. The *Herald* not only yields us more returns, but also a far better class of them."

"I should not think that very many good people would care to buy jewelry on credit?"

"That is where you make a great

error. You have no idea how many reputable, yes, thoroughly responsible men, buy jewelry in that way. We have many names on our books of active business men—yes, and right from this neighborhood—names that would surprise you."

"About what percentage does your advertising bring in?"

"Well, we have about seven thousand book accounts. Say that half of these antedate our advertising days. Of the remainder one-half or about eighteen hundred have been brought in by advertising."

THINGS I WANT.

Under this heading Joseph C. Duport, of Westfield, Mass., sends out this circular:

Having opened an "Adwriting Bureau," and wishing to acquire useful knowledge in my line, I solicit free samples of the following: Illustrated papers and magazines, trade journals, journals devoted to advertising (especially), type foundry's specimen sheets, photo engravers' proof sheets and prices, unique advertising booklets and catalogues, adwriters literature in general, literature pertaining to illustrating, etc., journals devoted to window dressing, journals devoted to fancy lettering, ornamental designing, etc., proof sheets and prices of second-hand cuts, ideas for mail-order men, advertising novelties, advertising schemes, pocket guides and directories, theatrical advertising ideas, good novelties that sell on sight, office conveniences, bookkeepers' specialties and stationers' novelties. In fact, anything that is up-to-date, that will create and sustain business, and help enterprising people in their efforts to make an honest dollar. If any department of the above list is in your line, favor me with a response.

AUGUST FLOWER METHOD.

Colonel G. G. Green, manufacturer of August Flower and Roschke's German Syrup, at Woodbury, N. J., is placing his newspaper advertising direct this year and but very little of it. The colonel says:

"I believe that whatever degree of success I have achieved has been due to the newspapers, but I am a firm believer in the fact that the local druggist knows his own trade, consequently I am appointing him my advertising as well as my sales agent. That is, if my traveling man books an order for my medicines, he directs the buyer to prepare a series of local testimonials to appear in the home paper, and to deduct the cost from the sales of my remedies accompanying the account with the publisher's statement."

ADVICE FROM A. FAKER.

A correspondent asks me to give a few brief pointers upon how to become a successful advertiser. First, select some article for which there is a universal demand; something for which the public is clamoring with clamorousness. Second, see to it that you are able to manufacture this commodity better and cheaper than any other similar article on the market. Third, select such advertising mediums as will produce the greatest results with the least expenditure of cash. Fourth, see to it that your expenditures do not exceed your receipts. Memorize these rules and you will know just as much about the secret of how to become a successful advertiser as myself.—A. Faker, in *National Advertiser*.

An Unequaled Field.



The territory covered by the Chicago Newspaper Union Lists is best described by the term the Middle West. It lies between Ohio on the east and Nebraska on the west, including those States, and within a field reaching northward as far as the North line of Wisconsin and Michigan, and

southward as far as the Ohio River. It is in the Middle West that the agricultural interests of this country have had their fullest and most prosperous development. Here are the homes of well-to-do farmers, whose well-tilled fields, handsome dwellings, and substantial farm buildings testify to the industry of several generations and to nature's bountiful rewards. And here, too, are growing towns and villages which are covered by the circulations of these papers, and whose citizens are among the best customers of the manufacturing and mercantile concerns of the country.

All over this fertile land prosperous cities and towns are found in which diversified manufacturing industries are established, affording employment for millions of operatives and comfortable support for their families.

These lists are published and read in the great States of Ohio, Indiana, Michigan, Illinois, Wisconsin, Iowa, Nebraska and South Dakota. We have confined our field of operations to those States wherein the co-operative plan is used by the best class of papers, and circulation per paper is the largest. For this reason, and in view of the high average in means and intelligence of the readers of these papers, and their standing as to influence and circulation, we feel convinced that our lists are entitled to special consideration from advertisers.

CATALOGUES SENT ON APPLICATION

Chicago Newspaper Union.

OFFICES : { 10 SPRUCE STREET, NEW YORK.
 { 87 TO 93 SOUTH JEFFERSON STREET, CHICAGO, ILL.

IN PARIS.

The interiors of the arched roofs of the large Paris omnibuses are divided into compartments, the number being twenty on each side. These contain smaller posters, 50x25 centimetres. The broad, round ribs dividing the compartments also afford space for two-line ads, as also does the strip of wood forming the upper part of the window sash, which, even when the window is lowered, is constantly visible. These spaces are let on leases of one, two or three years, and vary in price according to the number of 'buses in which the house or store wishes to have its poster placarded.

At every omnibus station two, or even three, interior walls are occupied by large frames, in which posters of superior style called *tableaux annonces* are placed, each frame containing from six to twelve advertisements, according to size. For larger posters special frames are provided. These spaces also are rented on lease.

The same plan is in force at the railway stations, both in Paris and the departments; the station itself, the waiting-rooms and the platforms being used for this purpose and let out on the same rental system. On some lines of railways billboards, erected at pretty close intervals along the line, for the display of posters, are stuck, so that the Parisian *commercant*, when, in the hot summer months, he takes a flying trip from Saturday to Monday to Trouville or some other seaside resort, still has the great city and its daily struggle constantly before his gaze.

A novel style of advertising was initiated two weeks ago. This consists of the use of what are called *fiacres reclames* (advertising cabs). The vehicles are clean and commodious.

They are heated, their drivers are polite, and they have the great advantage of costing exactly half the price of ordinary cabs. The exteriors of these cabs are covered with posters, roof and all. Whether they will be a success remains to be proved. When previously tried, some fifteen years ago, they did not take.

One kind of advertising which is considered very satisfactory is achieved by what is called *le tableau des hotels*. In the vestibule of the principal hotels is placed a large board divided into very small spaces—just large enough to contain two printed lines. In these the store or house advertising simply puts its name and address and its specialty. This mode of advertising is considered very *chic* and is adopted by most first-class dressmakers and modistes. The price for these small spaces is high, varying from 700 to 1,200 francs (\$140 to \$240) yearly; but the *tableau* is, as a rule, well filled.

At the junction of the most important thoroughfares in Paris is placed a white board, bearing, in colors, a plan of the district. The names and addresses of stores are given, their location being made clear by reference marks on the plan. Many houses subscribe to this form of publicity, the proceeds of which go to the city.—*Dry Goods Economist*.

♦♦♦
ANTICIPATING SURROUNDINGS.

Many advertisers do not consider the surroundings in which their ad will appear when preparing their advertisements. If they would take the proofs the printer submits to them and cut them down and lay them on a newspaper page, it would enable them to size up their ad much better than simply looking at it on a large piece of paper with plenty of blank space surrounding it. Some ads look very strong in that way, but are entirely lost when surrounded with a lot of other ads.—*Profitable Advertising*.

♦♦♦
ADVERTISING is but common sense.—*Chicago Dry Goods Reporter*.

PRINTERS' INK is to advertisers what Webster's unabridged dictionary is to the English speaking people. It is a condensed encyclopedia. The cognomen "Little Schoolmaster" is richly deserved. It is an educator of the highest rank.

E. B. STOTTS.

TOPEKA, Kan., March 26, 1898.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

KANSAS CITY, Mo.

Mr. Chas. F. Jones, New York:

I recently visited a neighboring city, and while there was discussing with some other newspaper men the subject of retail advertising. Among other things talked about was the advertising done in Chicago and New York. It seemed to be the general opinion of all who were present at the conversation that advertising is done much better in Chicago than in New York, and that it not only pays the advertiser, but the newspaper much better. None of the number seemed to know why this should be, other than it was a fact as far as they could judge. It was suggested that we submit the question to you, and ask you will you kindly reply, through PRINTERS' INK, which I presume every newspaper man in the country reads. I sign my name as an evidence of good faith, but would prefer that you do not use it, simply making your answer to NEWSPAPER MAN.

I believe, as the newspaper men have stated, that retail advertising in Chicago is, as a rule, better done and more profitable both to the advertiser and the publisher, than to the advertiser and publisher in New York, if we omit from New York the very excellent advertising that is now being done by John Wanamaker.

The reason why advertising is more profitable to the publisher in Chicago than in New York is because the Chicago publisher gets more of it and can run his newspaper under less expense than the New York publisher. The rates for advertising in New York and Chicago are pretty nearly the same for equal circulation, when we remember that there are one or two papers in each city who sell their space very reasonable, and there are others who get a good deal more for their space than it is worth, when we compare the circulations which they have with the circulations of the larger papers. Retail advertising in Chicago is probably more profitable to the merchant, because as a rule more care is taken in preparing the copy. Again, it is much easier to do good advertising in Chicago than it is in New York. The newspapers themselves are so arranged that the facilities for the advertiser are much greater. In Chicago all the papers are of practically the same size and shape. A page in one paper fills a page in another paper

with equal ease. The advertiser can have his advertisement set up in the office of one publication and can furnish the other publications matrixes of the advertisement complete if desired, and thus the announcement appears just the same in all the papers. This is a manifest advantage in saving time, trouble and proofreading, and insures that no errors in set-up or prices occur through having the advertisement set by each publication individually. It also saves time for the newspapers. If every paper had to set up all the advertisements that they use it would be impossible for them to do so with their facilities in the time allotted. Having the matrixes it is only a matter of a few moments before the advertisement is ready for use.

Thus, in Chicago, the *Tribune* will set several pages for Sunday's paper, the *Times-Herald* will set others, and the *Inter-Ocean* and the *Chronicle* will set others. These papers will then exchange matrixes, and thus the *Tribune* will perhaps have for Sunday's paper ten or twelve full-page advertisements, whereas, if it had to set them all itself, it could not possibly be done with their facilities in the time allotted. This helps the advertiser, in that it enables him to get his copy in later and never be disappointed in getting proofs or being thrown out at the last minute. Another reason why advertising in Chicago pays the retailer is because it takes a less number of papers to cover the city, or rather because New York advertisers have not learned that it is better sometimes to use one paper largely than to use a number sparingly. The advertiser who begins business in Chicago usually first thinks of the *Tribune* and *News*. He will probably see that these papers have large advertisements before he allots any money for other papers. Thus he makes a strong impression with the people who read his announcement on account of its size. Chicago advertisers have learned the secret that it is often better to have a full-page advertisement in the one best paper than

to have a half-page in each of any two papers. This is why they run the large advertisements, and the result seems to be better, because, as I have suggested, a full-page advertisement in one paper makes a much better impression for a retail store than a quarter page in any four papers.

In New York the retail store that is going to advertise thinks it must at least have an advertisement in half a dozen papers. Thus a great deal more money is required to cover the field than would be required if a larger advertisement were used in only one or two. There are too many papers in New York City for judicious advertising, unless the retailer has the backbone to select those best adapted to his use and stick to them to the exclusion of all others.

Another point is that the Chicago newspapers encourage the moderate advertiser to take large spaces by putting their very best discounts within reach of the medium size store. This is not done by all the New York papers. For instance, in New York the *World* gives its very best discounts to customers who can use \$60,000 worth of space in a year. It takes a good big size advertiser to use this much space, and many of the medium size advertisers, knowing that they are not getting the same discounts as the larger stores, do not feel like taking as much space as they otherwise would do. In Chicago, the *Tribune* gives its very best discounts to the man who can use \$16,000 worth of gross space in a year. Thus all the moderate size stores know that they are on the same footing with the big fellows, and by giving the *Tribune* a page advertisement they are justified in believing that they get just the same results from it as the larger stores possibly could do, as they pay no more for their space and are not overshadowed by anybody.

Advertising in Chicago is done by the retailer with an entirely different idea than is in the minds of a great many New York retailers. In New York, with the exception of a few firms, advertising goes by favor. The proprietor of a certain store reads a certain newspaper, and that is his reason for giving that newspaper a great deal of advertising, or a certain newspaper has a particularly eloquent advertising solicitor and he gets a good deal of advertising from the persons

whom he solicits. I know of a certain store in New York whose proprietor is a Republican, and that is the reason why he never gives Democratic papers as much advertising as he does the Republican papers. Now, in Chicago a thing like this would be laughed at. The retailer who places his advertising through sympathy or personal feeling or anything except strictly business would soon get left. In Chicago advertising is bought and sold just like merchandise. The papers have no chance to get more for their space than it is worth, simply because the buyers of space know the value of advertising and what it is worth, and will only pay what it is worth. In New York personal friendship between newspaper and merchant, or bluff pure and simple on the part of the newspaper, will often secure for it higher rates and a great deal more advertising than it would ever get on a strictly business basis. When business is done for business' sake, and not for friendship or personality's sake, it must necessarily be much more profitable to both persons in the transaction.

SHREVEPORT, La.

Mr. Chas. F. Jones, New York, N. Y.:

We have been running our store for a number of years on the basis of giving credit to some and sell as many goods for cash as we can. We have come to the conclusion that we would like to change to a strictly cash basis. If you think you can make any suggestions which will help us in making a change, or after it has been changed, we will be very much obliged to hear from you through your department in *PRINTERS' INK*, which we have been reading with interest for several months. If not absolutely necessary, would prefer that you omit our name. Respectfully,

— — —

The first thing that could be profitably done would be to announce the fact that the change is going to be made quite a little while in advance of the change. This will get everybody acquainted with the fact that after a certain date you will sell only for cash and your good credit customers whose trade you would still wish to retain on the cash basis would not feel that you were intending anything personal by shutting off on them all of a sudden. At the same time the fact that the change from a credit to a cash house was going to be made, might be used as a means of selling a good many goods. It can not be doubted that as a rule the cash house can sell cheaper and carry a smaller stock, and do

more business with less capital than a credit house. You might make this statement in your announcements as an excuse for making the change.

Now, in order to get your stock down to the basis of a cash business a stock reduction sale might be in order and probably be a success. Again, your advance announcement would be a notification to your credit customers to supply their future needs and thus a good many of them might buy a good deal more than they ordinarily would in order to get the benefit of having the goods charged. It is always a good plan to get people when you can to buy in advance of their needs. They always buy more in the long run than they would if they bought from hand to mouth as the occasion demanded. Do not dwell in your announcements of the change upon the words "bad debts," or if it can be avoided do not even say anything about "bad debts," as a reason for your change. A great many of your good credit customers may think that you are referring to them. Do not have any favorites after you have changed to a cash store. If you make the bold statement that you are going to sell for cash only, stick to it. After making this statement if you sell on credit, the persons to whom you sell will of course know that you are a liar and other people will very likely find it out before very long. If by becoming a cash house you mean that you are only going to sell less on credit than heretofore, then do not say anything about the change, simply stop selling on credit to those whose accounts you do not wish.

When the change has been made you will probably have on hand a lot of unpaid accounts. For awhile do not press for payment those persons whose accounts you are satisfied are perfectly good. Let them get a little bit used to your cash system before you push them too much for payment of the credit account. You want to hold their trade and must be careful not to give any offense. Credit customers are always much easier offended than cash customers. They, as a rule, feel that you are under obligations to them for buying, rather than they are under obligations to you for credit. Accounts on hand which you are doubtful about, of course, should be closed up as quickly as possible, because the longer you let them stand

the more difficult they will be to collect.



FRANKFORT Ky.

Mr. Charles F. Jones, New York, N. Y.:

I have a small general business which I am advertising in this city and neighboring country towns. I usually write my copy very plainly for my advertisements, but one difficulty I have in getting them presentably set up is that the newspapers have such a small variety of type, some papers not having more than six or eight styles of type in their office. Do you think it would pay me to go to the additional expense of having my matter set up in some job office and electrotypes made, or should I trust to the compositors to do the best they can with a limited number of different kinds of type which they have?

Thanking you in advance for a reply through PRINTERS' INK, I beg to remain, respectfully,
E. F. I

I am sure that if a number of newspapers are used that it will pay very handsomely to have the advertisements set up in the very best style possible and electrotypes taken.

The difficulty with an advertisement set in a country office is not that they have not a sufficient variety of type, but that they have not the more modern styles which are so much more attractive than the old styles. Another difficulty is that nearly all the compositors of country newspapers have the same idea that our correspondent holds—that it takes a variety of type in order to make an attractive advertisement. Now, this is a mistaken notion. It is usually the case that the greater the variety in the type, the worse the advertisement looks. In fact the most striking advertisements are those which are set up with the least attempt at variety. Two styles of type, to my mind, are quite sufficient for any advertisement. If the compositor has each of these two styles in say two sizes, the display lines can be used in one style of type, using the larger size for the most prominent display line and the smaller size for the subordinate display line, if it is necessary that two display lines should be used. Two sizes of body type ought to be sufficient for any advertisement. Unless the advertisement is particularly large, one size is enough.

Do not try to make your advertisement a crazy quilt of all the different kinds and sizes of type you can think of.

I have seen some remarkably good advertisements which have been set up in only one style of type, different sizes of the one style being used to give emphasis to the important points in the announcements.

NEWSPAPER CENTENARIANS.

Gazette, Portsmouth, N. H. Established 1756; 142 years old. Is now run as the weekly edition of the *Daily Chronicle*.

Mercury, Newport, R. I. Established 1758; 140 years old.

Courant, Hartford, Conn. Established 1771; 127 years old. Is now issued both daily and weekly.

Spy, Worcester, Mass. Established 1771; 127 years old. For 53 years has been issued both daily and weekly.

American, Baltimore, Md. Established 1773; 125 years old. Was always a daily.

Journal, Windsor, Vt. Established 1783; 115 years old.

North American, Philadelphia. Established 1784; 114 years old. Now published daily.

Chronicle, Augusta, Ga. Established 1786; 112 years old. Now published daily.

Gazette, Northampton, Mass. Established 1786; 112 years old. Now published daily and weekly.

Mercury, Salem, Mass. Established 1790; 108 years old. Now run as weekly edition of *Evening Gazette*.

Gazette, Greenfield, Mass. Established 1792; 106 years old. Now published as the *Gazette and Courier*.

State Gazette, Trenton, N. J. Established 1792; 106 years old. For 52 years has been issued both daily and weekly.

Times, New Brunswick, N. J. Established 1792; 106 years old. For 49 years has been issued both daily and weekly.

Journal, Portsmouth, N. H. Established 1793; 105 years old.

Republican, Keene, N. H. Established 1793; 105 years old.

Intelligencer, Lancaster, Pa. Established 1794; 104 years old. For 34 years has been issued both daily and weekly.

Herald, Rutland, Vt. Established 1794; 104 years old. For 37 years has been issued both daily and weekly.

Courier, Boston. Established 1795; 103 years old.

Sentinel of Freedom, Newark, N. J. Established 1795; 103 years old. Now published as weekly edition of *Daily Advertiser*.

Advertiser, Portland, Me. Established 1795; 103 years old. Now issued daily and weekly.

Courier, Norwich, Conn. Established 1796; 102 years old. Now published as weekly edition of *Daily Bulletin*.

Adier (German), Reading, Pa. Established 1796; 102 years old.

Gazette, York, Pa. Established 1796; 102 years old.

Northern Budget, Troy, N. Y. Established 1797; 101 years old.

Commercial Advertiser, New York City.

Established 1797; 101 years old. Always a daily.

Journal, Ballston, Spa, N. Y. Established 1798; 100 years old. Now issued daily and weekly.

Post, Cambridge, N. Y. Established 1798; 100 years old.

Democrat, Greensburg, Pa. Established 1799; 99 years old.

Herald, Norristown, Pa. Established 1799; 99 years old. For 50 years has been published daily and weekly.

Sentinel, Keene, N. H. Established 1799; 99 years old. Now issued daily and weekly.

Star-Democrat, Easton, Md. Established 1800; 98 years old.

Star and Sentinel, Gettysburg, Pa. Established 1800; 98 years old.

National Intelligencer, Washington, D. C. Established 1800; 98 years old.

Register, Norristown, Pa. Established 1800; 98 years old. For 28 years has been issued both daily and weekly.

Gazette, Alexandria, Va. Established 1800; 98 years old. Now issued daily and tri-weekly.

Gazette, Owego, N. Y. Established 1800; 98 years old. Now published daily.

Gazette, Norwalk, Conn. Established 1800; 98 years old. Now issued daily and weekly.

Profitable Advertising.

MAIL-ORDER ENVELOPES.

Almost two-thirds of the letters which a mail order advertiser receives lack either name of city or State, or both. In order that these may be obtained, it is desirable to preserve all the envelopes. The person who opens the mail should be supplied with a numbering stamp, and should stamp letter and envelope with the same number, putting the letters in one pile and the envelopes in another. If afterward it is discovered that a letter lacks a proper address, the envelope of the same number can be referred to. When the order is filled the envelope should be destroyed. It thus acts as a check on the filling of orders; for if an envelope remains, after all visible letters have been attended to, it indicates that a piece of correspondence has gone astray, and a search can be instituted. The envelopes should be kept in an ordinary envelope box where they can be referred to as easily as the cards in a library index drawer. ALFRED MEYER.

NO ADVERTISING is good unless it be plausible and appeals directly to the self-interest of those to whom it is addressed. Your announcements may lack the mellifluous jingle of the scholar; they may even transcend the limitations of Lindley Murray, but if your story be plausible, sincere and earnest, it will find lodgment in the minds of those who read.—*Chicago Dry Goods Reporter*.

There are distinctive qualities about PRINTERS' INK that make it predominant over other journals devoted to advertising. It presents facts and theory in a hitting, stimulating way. The Little Schoolmaster says things that leave a dent in the minds of his scholars.

CHICAGO, December 15, 1897.

C. E. SEVERN.

THE EVENING PAPER IN SAN FRANCISCO.

SAN FRANCISCO, Jan. 11, 1899.

Editor of PRINTERS' INK:

In your account of the discussion between you and the special agents as to the disposition of the PRINTERS' INK Sugar Bowl, Mr. Straus, of the San Francisco *Examiner*, is reported as saying:

"Owing to the fact that the business center of the city is equally distant from all the residential sections, it does not require more than fifteen minutes at the outside for a business man to reach his office from his home. He, therefore, has ample time to read his morning paper at home. The absence of newspapers on street cars and trains in the morning is quite noticeable."

Now, I am willing to submit to anybody who has ever lived in this city, whether the above is not unadulterated rot. If Mr. Straus knows so little about San Francisco, he should at least consult a map. Not ten per cent of downtown business men and their employees can reach their stores from their houses in fifteen minutes. The trip from the greater part of the residence districts of the city proper to the business center consumes anywhere from twenty to forty-five minutes. Many thousands live across the Bay and other suburban districts, and time of transit is from forty minutes to an hour and more. Partly as a result of this the morning paper is not read at home. I have been in every important city in the United States, and positively nowhere else do you find people on cars and ferryboats so hidden behind their papers. You will find no trouble in obtaining corroboration of these statements. This kills Mr. Straus' argument—for the morning paper is, as a rule, never brought back home—principally because, on the way home, almost everybody supplies himself with an evening paper, which on account of the three hours difference in time gives the news of the day practically complete.

You are positively wronging the San Francisco *Bulletin* in placing the *Examiner* ahead of it in the Sugar Bowl contest. It has 45 per cent of the *Examiner's* circulation and charges about 33 1-3 per cent of its rates—and even less when you figure on the basis of full position ads of more than one column in width. Besides, the character of its circulation is better, and, as I said before, less scattered than that of the *Examiner*. Respectfully, J. H. BUNNING.

THE COUNTRY ADVERTISER.

HARTFORD CITY, Ind., Jan. 10, 1899.

Editor of PRINTERS' INK:

The average country merchant does not believe it pays to advertise. He does it merely to "help the editor along." In many instances he simply places his announcement because his competitor has been induced to do so. He watches the advertisement of his rival more closely than his own in hopes that it will be withdrawn in order that he might order his own discontinued. There is another class who place their advertisement in the little daily or weekly simply to gratify a burning desire to see their name in print. As evidence of the fact that they have no conception of the principles of advertising they will order the announcement extracted from the columns of the newspaper on account of a minor grievance against the publisher, never surmising any bad results to follow from taking from the public the announcement of the extraordinary bargains." Another chronic mistake of the country advertiser is that he does the most extensive advertising when his business is the best and the least when it is dull. Fortunately the Little Schoolmaster is weaning him away from this absurdity.

HENRY GEISLER.

JONES' VIEW OF IT.

Advertisers do not ask for editorial notice or comment. What they object to is, that the names of their articles are purposely omitted when these names are a real part of the newspaper story. If a child should die from having made a meal of Sapolio, the fact that it was Sapolio that caused the catastrophe would be an essential element of the relation; yet nine newspapers of every ten would omit the name and merely mention it as a "scouring soap."—*Printers' Ink*, Jan. 11.

NEW YORK, Jan. 13, 1899.

Editor of PRINTERS' INK:

Referring to attached clipping from Jan. 11 issue of PRINTERS' INK, you will excuse me for saying that you are mistaken. If a child should die through having made a meal of Sapolio every newspaper that published it would be sure to state that it was Sapolio and rub it in that it was Sapolio until many people would perhaps be led to believe that Sapolio was an article dangerous to have around the house where children lived. This is not what the general advertiser objects to. He is very willing indeed that the newspapers should leave his name out when disastrous results occur in connection with his article, no matter how unavoidable the circumstances may have been as far as he is concerned. Where the newspapers would discriminate against the advertiser is in case the article accomplished any good. If a child should take poison and in some mysterious way its mother should give it a cake of Sapolio to eat and the Sapolio proved an antidote for the poison, so that Sapolio might get credit for being of some use in this world, then the newspapers would be sure not to say it was Sapolio for fear of giving Sapolio a free advertisement. This is the case in which the newspapers would omit the name and merely mention it as "a scouring soap." Yours for more business, through better advertising,

CHAS. F. JONES.

NOTHING IN IT?

JASPER, Ind., Jan. 13, 1899.

Editor of PRINTERS' INK:

Are you hunting for ideas for advertising purposes? If so, I have one.

There are thousands of doctors in the country prescribing their own medicines. These buy drugs; there are tens of thousands buy books and instruments and trusses and supporters, etc., not only for themselves but also for their patients and customers. Many a time does the country doctor (and I am one) wish he had the address of a certain druggist or instrument maker, etc., but he does not know where to find it. Only the other day I would have given most any small sum for the address of a lying-in institute in Chicago, but, of course, I did not know where to find it.

Now, for the idea: Publish a want book for doctors in which the advertisements form the directory. Sell this at a small price, so every doctor can afford to buy one, or distribute them free of charge if the advertisements are sufficient to pay for them.

What do you think of it? I would like one.

Yours, DR. E. J. KEMPF.

HIS REGRET.

260 ZERALDA ST., PHILA., Pa.

Editor of PRINTERS' INK:

I have been taking PRINTERS' INK for nine months and wish I had taken it that many years. It helps me in my work.

Very truly yours, EDWIN ALLEN.

A BOSTON PUN.

When a business man hurls an ad at the public the newspaper is the power behind the thrown.—*Profitable Advertising*.

DEPARTMENT STORE STATISTICS.

According to two advertising experts quoted in another part of this issue, almost two million dollars are expended in advertising annually by the twenty New York department stores. If this represents five per cent of the business done, that business must aggregate forty million dollars a year.—*Printers' Ink*, Jan. 11, 1899.

Office of
CHAS. F. JONES,
42 World Building.
NEW YORK, Jan. 13, 1899.

Editor of PRINTERS' INK:

Referring to your editorial, I will say that the advertising done by department stores in New York will average, I believe, not more than four per cent, if as much as four per cent, of their total sales, which would make the business done closer to fifty million than to forty. The largest business ever done in one year by any department store in America was done by Wanamaker in Philadelphia early in the nineties. It amounted to a trifle over fourteen million. The largest short time selling ever done by any retail concern in America was done by Wanamaker the same year, when the sales amounted to a million dollars in the ten days preceding Christmas; an average of one hundred thousand dollars a day. I do not believe that there is more than one concern in New York City that sells as much as nine million a year. There is another concern close behind, that sells about eight. The third largest sells perhaps six and a half million. All the rest are probably below five million. Between three and five million there are perhaps four concerns. Between one and three million there are perhaps six others. The other seven, which may also be called department stores, sell amounts varying from a million down to a quarter of a million.

Yours for more business through better advertising,
CHAS. F. JONES.

AN EMBODIED (?) IDEA.

NEW YORK, Jan. 11, 1899.

Editor of PRINTERS' INK:

Why don't plumbers advertise in an up-to-



Don't look for the leak yourself
If there's a smell of gas;
For, most like, you'll find a hummer.
So it's best to get a plumber
If there's a smell of gas! gas!! gas!!!

SODDER & LEAKEM,
RELIABLE PLUMBERS.

date manner? I inclose a sample embodying my idea. J. E. T.

A NEWSPAPER'S advertising rate is sometimes suspiciously low.—*Profitable Advertising*.

STEALING A MARCH ON THE LITTLE SCHOOLMASTER.

KANSAS CITY, Mo., Jan. 12, 1899.

L. V. Ashbaugh, Bus. Mgr. the *Kansas City World*:

DEAR SIR—We notice it has become quite the custom in many Eastern cities for some leading advertiser to present to the best advertising medium a silver sugar bowl.

We are large advertisers in Kansas City and have spent thousands of dollars annually for the past seven years. Our business is large and our new patronage is directly traceable to advertising. We have demonstrated to our complete satisfaction that the *Kansas City World* brings the best advertising results to our Institute, and that one hundred dollars spent with the *Kansas City World* for advertising space produces more results than the same amount produces when spent with any other Kansas City daily paper.

For this reason we present the *World* with "The Silver Sugar Bowl" as an emblem of its advertising superiority among Kansas City advertising mediums. Yours very truly,

THE BRANAMAN MEDICAL INSTITUTE.

By G. M. Branaman, M. D., Chief of Staff.
It was designed in Kansas City, U. S. A., by the Jaccard Jewelry Co. It was presented in Kansas City, U. S. A., by the Branaman Medical Institute. It is on exhibition in Kansas City, U. S. A., in the window of the Jaccard Jewelry Co., 1032 Main street.

A SOUTH JERSEY VIEW OF IT.

WOODBURY, N. J., Jan. 13, 1899.

Editor of PRINTERS' INK:

W. H. Sithens, a grocer, has by close canvassing built up in the southern part of New Jersey a good trade for Sithens' Speedy Rheumatic Cure. He does considerable advertising by circulars, posters, signs, street car cards and county papers, but says for his purpose the paper is the medium which returns the best results. He believes that the local testimonial secured by the local druggist is twice as valuable as any other. A part of the Sithens plan, possible only in small towns, provides that the local editor, druggist or general storekeeper shall notify him of any case of rheumatism in the vicinity. To these victims he sends a trial bottle free with the recommendation if the sample gives relief to call on the local dealer for another.

FRANK A. HEYWOOD.

STREET DISPLAYS OF FOOD DEALERS.

Grocers would not continue to make extensive displays of green vegetables and fruit on the sidewalk in front of the stores if their customers positively refused to buy all such. Nor is it necessary, for there is no reason why the corner grocer can not follow the example of merchants in other lines by showing only a few samples of each article, holding the rest in reserve. A few Pittsfield grocers have resorted to glass cases outside for all such green vegetables as are easily injured or spoiled by sun and dust. A tempting array can be managed with only one of these tall cases, and wherever such an attempt has been made to improve the sanitary condition of the grocers' markets, housewives should encourage the same by a few words of appreciation.—*Pittsfield Call*.

HOW TO TELL IT.

Tell your story as though you believed it—and the telling strikes men and women, regardless of rank or class. Be sincere in your statements; mean what you say; say what you mean, and say it with all your might. Talk in print as you would in person.—*Chicago Dry Goods Reporter*.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalms cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

ALABAMA.

Anniston (Ala.) *Republican* (1).—A subscription guaranteed to be larger than any paper in the Fourth Congressional District of Alabama.

ARIZONA.

Phoenix (Ariz.) *Republican* (1).—The largest daily circulation in Arizona.

ARKANSAS.

Malvern (Ark.) *Arkansas Meteor* (1).—The largest circulation of any paper published in this county.

Texarkana (Ark.) *Texarkanian* (1).—Has the largest daily and weekly circulation of any paper in Southwest Arkansas.

CALIFORNIA.

Alameda (Cal.) *Bee* (2).—Is a growing paper. An ad in it is equivalent to placing the same advertisement in any other two papers of this city. The *Bee* has readers in every State in the Union. It is published once a month in magazine form. One firm, who have been in business in Alameda for seventeen years, inserted an ad in our paper last month and are highly pleased with the results they obtained. It is the first bit of advertising they have done in their seventeen years' career. The firm never even put out a handbill.

COLORADO.

Denver (Colo.) *Evening Post* (1).—26,000 families every day during the year 1898 bought and read the Denver Sunday morning *Post* and the Denver *Evening Post*. This is the largest sworn to and proven circulation that any paper has in this Rocky Mountain region.

CONNECTICUT.

Ansonia (Conn.) *Sentinel* (1).—The year 1898 showed growth in circulation of the *Sentinel*—not a very marked increase, but substantial. It was a growth strictly in keeping with the growth in population of the field, and beyond this there are no possibilities for the *Sentinel*. Everything in sight was, long ago, appropriated. One fact is significant. During 1898 there were periods when the *Sentinel* was the only paper in the field. Its circulation remained very uniform—no larger without opposition than with it. This testifies to the universality of its readers, as well as the firmness of the hold it has upon the community. The ratio of circulation to population was lowered somewhat in 1898, being practically one paper for each six of the whole number of people. It is very doubtful if such a remarkable showing can be made by any newspaper in New England.

Meriden (Conn.) *Morning Record* (1).—Is essentially a family newspaper, and more than four-fifths of its circulation is delivered directly into the homes of Meriden and vicinity. Al-

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

most the entire delivery is completed before 6.30 a. m. daily.

New Haven (Conn.) *Register* (2).—The circulation of the *Register* is greater than that of all (3) New Haven morning papers combined. This we guarantee. No other paper published in New Haven (morning or evening) has one-half as much circulation as the *Register*. This we guarantee. No other paper, 1 cent or 2 cent, has one-half as much circulation as the *Register* in the city and suburbs of New Haven. This we firmly believe. No other paper in New Haven (and but few others in New England) is giving advertisers so much real value as the *Register*. Two years ago the present conditions did not prevail. On December 7, 1896 (less than two years ago), we cut the price of the *Register* from 3 to 2 cents per copy. Our sales are now 30, 33 to 45 per cent greater than they were as a three-cent paper and the increase continues steadily.

GEORGIA.

Atlanta (Ga.) *Southern Medical Exchange* (2).—While we do not at this time claim so large a circulation as do the average medical periodicals, we do claim that, being as it is the only medical medium going to a large class of physicians in especially the rural districts, of the south-east States, its space is of much greater value, and will bring to the advertiser many times the results, per thousand readers, than any other medical monthly in the entire country, excepting none. Its legitimate, bona fide, paid subscription list has not yet reached two thousand, about half confined to six gulf or south-east States, and other half over the United States generally, but as a result of an extra large issue just mailed as samples, and the proposition extended relating to an increase of subscription with next issue, we confidently expect to receive more than one thousand remittances for subscriptions within the next thirty days.

ILLINOIS.

Bloomington (Ill.) *Pantagraph* (1).—The ten counties of Central Illinois thoroughly covered. Its circulation is larger than the combined issues of Bloomington's two other dailies. Circulation guaranteed by \$50,000 bond of Advertisers' Guarantee Company, of Chicago.

INDIANA.

Indianapolis (Ind.) *News* (1).—Largest bona fide circulation in America in proportion to population of city.

Indianapolis (Ind.) *Up-to-Date* (1).—Guaranteed circulation 75,000 copies monthly.

IOWA.

Humboldt (Ia.) *Independent* (1).—This paper has the largest proved bona fide circulation of any paper in the county.

MAINE.

Augusta (Me.) *Comfort* (1).—Every monthly edition of *Comfort*, the wonderful result-bringer, goes into over a million and a quarter homes, almost all of which are in rural districts. Nearly six million readers outside the cities. How many thousand local agricultural papers and how many more thousand country

papers would you have to use to attain the same result?

Augusta (Me.) *Lane's List* (1).—Lane's List of five monthly papers goes into over 700,000 American homes of thrifty, energetic, producing families. It reaches the country and small town firesides. The best mediums published in the world for general advertising of any kind and especially for the great and growing better class mail-order business.

Biddeford (Me.) *Journal* (2).—Circulation: Actual average (sworn detailed statement) year ending January 1, 1899, was 2,087 copies; year previous, 1,941 copies.

MASSACHUSETTS.

Boston (Mass.) *National Magazine* (2).—Is the only ten-cent magazine in New England. One of its striking features is profuse illustrations, showing numerous original drawings. Its circulation of 75,000 copies extends all over the United States. It is especially strong in New England, "the home of the *National Magazine*." Being published in "literary Boston," its editors are enabled to procure the services of the best authors and artists. Among its contributors are many writers of distinction in the literary world. Its advertising patronage has been doubled within the past month.

MICHIGAN.

Battle Creek (Mich.) *Good Health* (2).—It is a home magazine, and has the advantage over other magazines to advertisers in this respect, namely, it will be preserved for the information it contains on the subject of health. Our present circulation is 25,000.

Detroit (Mich.) *American Tyler* (1).—At the present writing—December, 1898—the paid, bona fide circulation is 7,500 odd.

MINNESOTA.

Brainerd (Minn.) *Tribune* (1).—Has the largest guaranteed circulation of any paper in Northern or Central Minnesota, outside of the city of Duluth. Goes into every town, every village, every settlement in Crow Wing and Cass Counties, and circulates largely in all adjoining counties.

Kasson (Minn.) *Dodge Co. Republican* (1).—The largest circulation of any newspaper in the county, Kasson being the metropolis.

Minneapolis (Minn.) *Northwestern Agriculturist* (1).—Last year at this season the circulation was about 18,000 or 19,000. It has grown steadily, so that now we guarantee over 30,000 actual subscribers. We are printing 31,000 or more every issue.

MISSOURI.

Kansas City (Mo.) *Missouri and Kansas Farmer* (1).—Was established July, 1884. It is issued regularly each month, and now has a circulation of 15,500 copies. It has never printed less than 10,000 copies of any issue since the beginning.

NEW YORK.

Buffalo (N. Y.) *News* (1).—Circulation over 75,000, which is greater than the combined circulation of all other daily papers printed in Buffalo.

Fredonia (N. Y.) *Up-to-Date* (1).—Has a guaranteed circulation in Fredonia alone of 1,200 per week, and by far the largest circulation of any newspaper in the town. We have the best medium of advertising in one of the richest fields.

Le Roy (N. Y.) *Gazette* (1).—Largest weekly circulation in the Thirtieth Congressional District—Genesee, Orleans, Livingston, Niagara and Wyoming Counties.

OHIO.

Akron (O.) *Democrat* (1).—Guaranteed circulation of 4,253; *Times-Democrat* guaranteed circulation of 3,175.

Cleveland (O.) *Leader* (1).—The morning *Leader* and evening *News and Herald* reach four-fifths of the homes of Cleveland where an

English newspaper would be taken. The percentage of street sales of these papers is small, so nearly all the homes are reached by the paper being delivered direct by regular carrier.

Columbus (O.) *Press-Post* (1).—Has the largest circulation in Central Ohio. Carries more local advertising than any paper in Columbus.

Columbus (O.) *Press-Post* (1).—The daily average circulation for the year (1898) exceeded 23,000.

OKLAHOMA.

Woodward (Okla.) *Live Stock Inspector* (1).—Official organ of the Oklahoma Live Stock Association. Read regularly by 11,000 cattlemen and stock farmers.

OREGON.

Forest Grove (Ore.) *Washington Co. Hatchet* (1).—First in circulation of the Republican weeklies of Oregon.

Portland (Ore.) *Medical Sentinel* (1).—The official organ of the State Medical Societies of Oregon, Washington, Idaho, Montana, Wyoming. Indorsed by North Dakota State Medical Society. Circulates also in contiguous States.

PENNSYLVANIA.

Carbondale (Pa.) *Evening Leader* (1).—Carbondale, Pa., is a hustling, growing city with a population in 1898 of nearly 20,000, situated in the great Lackawanna Valley. It is the center of a population of over 50,000 within a radius of 8 miles. The oldest and most widely circulated newspaper in this territory is the *Evening Leader*. The Carbondale *Leader* has been established more than a quarter of a century, and is the representative daily of this section. It is a prosperous and progressive eight-page paper, and is issued from its own building. It has a strong and permanent hold on its clientage—the best class of people in the rich Lackawanna Valley, and it will pay advertisers to use its columns, as without it they can not cover the field in which it circulates. In 1898 the *Evening Herald*, established in 1893, was purchased and consolidated with the *Evening Leader*, and the combined circulation is now over 3,600 copies daily.

RHODE ISLAND.

Pawtucket (R. I.) *Evening Tribune* (1).—If you want to reach the buyers of Pawtucket and the Blackstone Valley advertise in the *Evening Tribune*.

TENNESSEE.

Chattanooga (Tenn.) *Times* (1).—The only morning paper in Chattanooga, a city of 50,000 inhabitants. It is the largest paper in the State of Tennessee and one of the most widely circulated papers in the Southern States.

TEXAS.

Waco (Tex.) *Artesia* (1).—The largest circulation of any social or family paper in Texas.

UTAH.

Salt Lake City (Utah) *Juvenile Instructor* (1).—Issued semi-monthly, 8,000 copies per issue. It is edited by the Presidency of the Mormon Church, and the paper is written to fulfil the demands of the entire family.

WASHINGTON.

Seattle (Wash.) *Post-Intelligencer* (1).—It covers Washington, British Columbia and Alaska.

Seattle (Wash.) *Post-Intelligencer* (1).—The paper to advertise in is the one that the people read and believe. The *Post-Intelligencer* has the largest circulation of any paper published in the State of Washington.

WISCONSIN.

La Crosse (Wis.) *Republican and Leader* (1).—The oldest and most widely circulated newspaper in Western Wisconsin.

Sheboygan Falls (Wis.) *Sheboygan Co. News* (1).—Larger circulation than any other English newspaper in the county, guaranteed.

ADVICE FROM BROOKLINE.

A great many people go into advertising with wrong ideas. Some think that all that is necessary to produce results is to insert an advertisement in a paper and then sit around and wait for the shekels to come in to them; others think that advertising is a species of blackmail levied by a newspaper publisher, and give the ad-solicitor the cold shoulder with as much zeal as if he were unfortunate enough to be a book-agent. There are others who say: "Oh yes, advertising undoubtedly pays such a one because he uses a large space," never thinking of the other side of the case—that if the other fellow could afford to take a large space because it made money for him, he himself could do the same thing with equal chance of success. The first trouble with advertisers is that they do not set out upon their work in the right way. Here are a few pointers, culled from years of experience: Take space on the same lines as you take goods—the best space you can afford for what you are led to believe you will receive in return. Fill the space taken with meaty advertising matter—"stuff" with life in it. Quote prices freely—prices are the only criterion between two advertisers, both of whom are unknown to readers. Indulge little in personalities about yourself—never mention a competitor. Tell what people would ask about your goods—tell it briefly, clearly, pointedly. Avoid mere talk for talk's sake, or "to fill up with," as you would avoid a sheriff's sale—space is too valuable a commodity to be wasted in such a way. Keep advertising all the time—buyers do not take vacations.—*Brookline (Mass.) Chronicle.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

FOLKS to send 2c. stamp for sample pages the Perfect scrap Book. G.C. BAKER, Albany, N.Y.

WE buy, rent and sell letters replying to ads. PRESS LETTER EXCHANGE, Sta. E, N. Y.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

HIGH-GRADE half-tones and zinc etchings. Send for samples. Discount to trade. NIAGARA ENG. CO., 615 Wash. St., Buffalo, N. Y.

WANTED—Situation on Western daily paper by middle-aged gentleman with 12 yrs. exp. business dep't. "EXPANSION," Printers' Ink.

WANTED—Case of bad health that R-I-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

STAMPS wanted—Uncancelled U.S. postage and revenue stamps bought at a small discount. Any quantity. Write or call. CHAS. WEIL & CO., Bankers and Brokers, 421 Broadway, N. Y.

FARMS! Farms! \$850 buys 65-acre farm, good land, fine water; only \$200 cash down. Send 10 cents in stamps for book about Chattanooga and list of farms. CRABTREE'S FARM AGENCY, Chattanooga, Tenn.

WANTED—An advertisement writer by a large department store near New York. Submit specimens of work in the Wanamaker mode and state age, experience and salary expected, addressing "L. M. S.," care Printers' Ink.

ONE of the model small city dailies of Ohio can, I believe, be bought at a right price, as I have information that its owners are looking enviously to a larger field. Plenty of local capital can be interested in the enterprise, as the business has and is paying big dividends; but I want one or two good newspaper men with capital and ability to go in, that there will be assurance that the business will continue to be properly conducted. If you are interested, address "GOOD THING," care Printers' Ink.

WANTED—Manager: a competent newspaper and business man to take \$5,000 interest in a printing and publishing business that has made a small fortune and was more successful in 1886 than ever. Owner sick, had to leave for Europe. W. H. BROWN, agent, Room 219, corner Tremont and Boylston Sts., Boston, Mass.

DO you want to buy a paying monthly family and agricultural paper in the best town in the South? Over 5,000 paid-up subscriptions. Established several years. Printed under contract at low cost—no plant. Will sell for cash payment not to exceed amount of accounts receivable and advertising contracts. This is a fine business opportunity for an ambitious newspaper man who has a few hundred dollars to invest. Satisfactory reasons for selling. Address "SUCCESS," care Box 400, Chattanooga, Tenn.

SIGN ADVERTISING.

BULLETIN, fence and wall. HUMPHREYS AD-SIGN CO., 1227 Market St., Phila., Pa.

NEWSPAPER BUSINESS BROKER.

PUBLISHING businesses, \$500 to \$500,000, sold by E. P. HARRIS, 150 Nassau St., N. Y.

NEWSPAPER METALS.

HONEST electro, stereo and linotype metals. E. W. BLATCHFORD & CO., Chicago.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

SCRAP BOOKS.

THE only perfect one requires no paste. Sample pages 2c. stamp. G. C. BAKER, Albany, N. Y.

MAILING MACHINES.

HORTON MAILER (\$30 net), most exact, most rapid, most easily worked. For sale at all branches AMERICAN TYPE FOUNDERS' CO.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd. 10 Spruce St., New York. Special prices to cash buyers.

ADDRESSES AND ADDRESSING.

CLASSIFIED ADDRESSES—Agents, invalids, trades, etc. Authenticity guaranteed. State class, quantity and secure rates. F. R. CARTER, Inc., 114 W. 34th St., New York.

STEREOTYPE OUTFITS.

STEREOTYPE outfits \$15 up; new method; plates like electros. Also cheap cut making process; no etching. Circulars for stamp. H. KAHRS, 240 East 33d St., New York.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY. Issued December 1, 1898. Price, five dollars. Sent free on receipt of price. GEO. F. ROWELL & CO., 10 Spruce St., New York.

ED. COPY—EXCLUSIVE SERVICE.

REPUBLICAN editorial paragraphs, bright and spicy, with a sprinkling of non-political matter to add variety. Furnished to only one paper in a county. Two-column weekly service, price \$1 a month. Write for samples. YE SCRIBES' BUREAU, Coshocton, Ohio.

BILLPOSTING AND DISTRIBUTING.

ADVERTISING matter distributed directly in the homes of 350,000 people living in the best part of the "Empire State of the South." All work has our personal supervision. We employ only "intelligent men." We are satisfied our system will be as profitable to you as it has to others. We also do sign tacking. References furnished. Address EDW. B. BRIDGER'S ADV. CO., Atlanta, Ga.

PRINTERS.

IF you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

PRINTING—The kind that pays is the kind we do. Fine booklets in 1,000 to 10,000 lots a specialty with us. Best work guaranteed. Country prices. JOHNSTON & PECK, Newburgh, N. Y.

EFFECTIVENESS considered, our type is much cheaper than any other. We give better quality, but make no extra charge for extra quality. Why buy even the second best when the best costs you no more? **AMERICAN TYPE FOUNDERS' COMPANY.** Branches in all the principal cities. Everything for the Printer.

NEWSPAPER BARGAINS.

\$4,000—REASONABLE terms, if bought quick. Just reduced from \$5,000. Old established weekly not far from Philadelphia. Excellent business opportunities. C. F. DAVID, Broker.

\$3,500, if bought this month, \$4,500 was price last week. Owner must sell quick to give his time to his other extensive business. \$2,500 and more a year can be made by the right man—and such a man can buy for \$1,000 down. Live Massachusetts town. C. F. DAVID, Broker.

\$2,500 buys the only Republican weekly in a large Mass. town. Old established, paying business. Right man can have for \$1,000 down. C. F. DAVID, Broker.

C. F. DAVID, confidential broker in newspapers, Abington, Mass., 36 years' experience. If you want to buy write me just what you want, about where, about how much you will pay down, etc.

If a reliable newspaper can be bought you can bet that "DAVID" knows about it.

ADVERTISING NOVELTIES.

AD novelties. Agents wanted, men and women. CLASP CO., Buchanan, Mich.

FREE sample mailable bill hooks. Business builders. AM. BILL FILE CO., Ft. Wayne, Ind.

NIAGARA ENGRAVING CO., 515 Wash. St., Buffalo, N. Y. Send for samples of high-grade half-tones and zinc etchings. Discount to trade.

GOLD-PLATED watches, appearance equals \$100 gold watches, unequaled for advertising premiums, \$6 sample, \$2.50. Catalogue free. CANTON WATCH CO., Eastport, N. Y.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

The best talker you can get for your business this year is my pocket maps. Philippines, Cuba and Porto Rico, with your exclusive advertisement in English or Spanish, all over cover. Cuts show up well. Price low. Samples free. GEO. W. DOUGLASS, 87 Nassau St., New York.

FOR SALE.

FOR SALE—Ten R-T-P-A-N'S for 5 cents at druggists'. One gives relief.

ARARE opportunity to secure best equipped job office and bindery in Spokane, Wash. Business well established and paying; plant cost \$30,000. Details to those interested. Address P. O. Drawer 1836, Spokane, Wash.

LEADING paper in growing Western State, good city. Office has modern, first-class equipment. Circumstances make sale necessary. Splendid chance; valuable business in sight. For sale at surprising bargain. Address "B," care Printers' Ink.

FOR SALE—The best paying weekly paper in Denver (pop. 165,000); big legal ad patronage; also job office. Under present ownership ten yrs. Sell outright or int. only. Snap for party with a few thousand dollars cash. For particulars apply to "PUBLISHER," Box 546, Denver, Col.

OUTFITS, with new or second hand machinery—the most value for your money. Cash or terms. **AMERICAN TYPE FOUNDERS' COMPANY.** Branches in Boston, N. Y., Phila., Balto., Buffalo, Pittsburg, Cleveland, Cinn., Chicago, St. Louis, Winn., Kansas City, Denver, Frisco, Los Angeles, Portland (Ore.), Spokane, Dallas, Atlanta.

MISCELLANEOUS.

SHOPS for business and professional men. Cat. free. O. L. PITTS SHOE CO., Columbus, O.

WE free slaves of whisky, morphine, chloral, cocaine and cigarettes. Your friend, relative or employee can be restored in four weeks. Established 15 years. Address PRIVATE SANATORIUM, Marysville, Ohio.

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 8c. line. Circ'n 4,000. Close 24th. Sample free.

REPUBLIC JOURNAL, Littleton, N. H., 2,800 circulation. Linotype composition. Send for rates.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

"SUCCESS WITH FLOWERS," technical, not literary goes to the homes of the better class on 60,000 paid subscriptions. Address DAMPMAN, 36 W. Broadway, N. Y.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,500. A good country paper at a great trade center.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

JONES.

DIXEY, 150 Nassau St.

JONES, 42 World Bldg., N. Y.

THE "Ad"-er's Primer, 5c. Box 391, Des Moines.

PATENT medicine pullers. ARTHUR E. SWETT, 23 Hamilton Ave., Chicago.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

CLIENTS say my work suits them. Evidence free. JED SCARBORO, 20 Morton St., B'klyn.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

IF you want real good advertising matter prepared in the shape of booklets, circulars, illustrations, etc., write MOSES & HELM, 111 Nassau St., New York.

IN McClure's, Munsey's, Cosmopolitan and Review of Reviews you will find examples of my full page and half page magazine ads for the K. & W. Jenkinson Co. ("Pittsburg Stogies"). CHARLES AUSTIN BATES, Vanderbilt Bld., N. Y.

GENERAL advertising is all right for big firms who can afford to spend thousands of dollars to popularize their product before they get returns, but what is wanted by the man with small capital is immediate results. I make a specialty of the small advertiser, and write ads, circulars and booklets and get up advertising schemes that can be worked at a small cost. Every advertiser who wants to make a few dollars go a long way should write to me. ARTHUR E. SWETT, 23 Hamilton Ave., Chicago.

JOHNSTON attends to the whole business—writing, designing and printing. I believe I can get up an advertisement or booklet or circular as well calculated to sell goods as any person in the business. I have better facilities than any other man in the land for turning out the finished job. It is all done under my personal supervision. I am always on deck myself. No matter what you may want, write me about it. Send your name on a small postal for a copy of my large postal. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

Morning Oregonian

Portland Ore

Jan. 3, 1899.

Publishers

American Newspaper Directory,
10 Spruce St., New York.

The Oregonian acknowledges with many thanks receipt of the December issue of your '98 Directory. I have looked over the book carefully and I find much in it that commends it to the best popular approval of all advertisers.

I have written a notice carefully covering the salient features of your latest issue. This will be published in the Oregonian to-morrow morning. A marked paper will be mailed to you.

Very truly yours,

E. J. Dineen

"The Most Complete Newspaper Directory Ever Published."

E. G. JONES, Adv. Manager PORTLAND OREGONIAN.

low.
CASH Music Co.
at Parsons hall by Hidd
string quartet. Admission, 50 Cts.
NEWCASTLE Lump coal. 103 Third st.

THE GREATEST OF THEM ALL

George P. Rowell & Company, 10 Spruce street, New York, have just issued what is perhaps the most complete newspaper directory ever published in the United States. The notable characteristic above all others in Rowell's publications is their reliability of statement. In the effort to keep their directory strictly up to date, Rowell & Co. now issue that publication quarterly. Four separate editions are published every year. Each of these editions contains everything that the average advertiser wants to know about the many newspapers published in the different states of the Union. The December issue just received is replete with the most accurate information of all important publications in this country. This covers location of paper, its designation as a daily, weekly or monthly issue, respectively, and its circulation rating. In addition to this the book contains a map of each state, showing towns in which are published newspapers with a circulation exceeding 1000 copies. From a typographical standpoint the book is carefully compiled and well printed, and it will commend itself to the best recognition of all advertisers who may want the special information which an accurate newspaper directory is supposed to contain.

FRAMED PICTURES.

any original and pretty p
reduction c
ll & Co.'s
ral

Published Quarterly. \$5, Express Paid.

GEORGE P. ROWELL & CO.,

Publishers, 10 Spruce Street, New York.

She
me
Mc
pat
She
will
comm
was
Donova
Mrs.
gro
the
the
Port
ber of
present
portant
ecutiv
next
the f
will
ton

Can
The r
state
progr
boar
of
of I
a

THE 1898 WORLD'S GREATEST YEAR 1899

272,179,491

Worlds printed and circulated
in 1898, or an average per week
for the entire year of ***

5,234,221

Largest
Sunday
Circulation
in
the
World.

Circulation Average per week, 1883-1898.

1883 235,293 1891 2,221,881

Largest
Evening
Circulation
in
the
World.

1884 548,457 1892 2,678,128

1885 985,409 1893 2,813,672

1886 1,348,577 1894 3,228,583

1887 1,603,650 1895 3,757,929

Largest
Morning
Circulation
in
the
United
States.

1888 2,009,108 1896 5,049,629

1889 2,344,353 1897 4,669,974

1890 2,222,542 1898 5,234,221

LARGEST CIRCULATION EVER REACHED IN ONE
YEAR BY ANY NEWSPAPER.

Largest
Sunday
Circulation
in
New York
City.

Largest
Evening
Circulation
in
New York
City.

Largest
Morning
Circulation
in
New York
City.

STATE OF NEW YORK, } ss.
COUNTY OF NEW YORK, }

J. Angus Shaw, Secretary of Press Publishing Company, being duly sworn, deposes and says that the actual number of copies of The World printed and circulated for the year ending December 31, 1898, was 272,179,491 or an average of 5,234,221 copies per week.

J. ANGUS SHAW, Secretary.

Sworn to before me this 31st day of December, 1898.
G. C. FIEGEL, Notary Public, N.Y. County.

Circulation Books open to all. Advertising Books open to all.
ALL the Rates on the Rate Card.

The World Almanac and Encyclopedia for 1899 and History of the American-Spanish War.

Was placed on sale on the news-stands of the country Dec. 31. First edition *ONE HUNDRED and FIFTY THOUSAND* copies, of which the American News Company alone required one hundred thousand.

The WORLD believes that this book is the best one ever issued in the shape of an almanac or condensed encyclopedia. The history of the war with Spain is exact in its completeness. Upward of 70 pages are devoted to military and naval subjects.

Everybody should keep pace with the history-making epoch in which we live. No better way can be devised than by using The World Almanac.

Do you know that this country has been engaged in over two thousand bloody contests, every day in the year being the anniversary of some battle in which Uncle Sam measured swords with opponents? This you will be convinced of by studying the Battle Calendar of the Republic, pages 85 to 94 of the Almanac, compiled by Edgar Stanton Maclay, historian of the United States Navy. A new and original feature of absorbing interest to students, instructors and veterans.

The history of the Spanish-American War is tersely and comprehensively written, a resume of the momentous happenings of that critical period appearing under their several headings—from the Spanish inquisition in Cuba and the destruction of the Maine to the signing of the Treaty of Peace between the United States and Spain. Casualties, deaths, captures of Spanish arms and vessels are all set forth in an interesting and intelligent manner.

The illustrating of an Almanac may not be out of place when the subject is considered. The splendid portraits of the heroes of the war and the magnificent pictures of the famous ships of war, executed in beautiful half-tone and printed on plate paper, must add inestimably to the value of The World Almanac for 1899.

Besides the features noted there are special articles, with maps, on Cuba, Hawaii, Porto Rico and the Philippines, showing the area, population, commerce, productions, etc., of each.

Important subjects of National concern like the Nicaragua Canal, the United States and Canada Joint High Commission to adjust all open questions between the countries, Territorial Expansion, and the Czar's Universal Peace Proposals are all succinctly given.

Sporting records of all kinds, compiled by experts and revised to date—Baseball, Bicycling, Golf, La Crosse, Football, Bowling and everything of interest to the Sportsman.

The Paris Exposition of 1900, and also a review of Scientific and Electrical Progress in 1898, with information of a general character, accurately set forth.

Price 25 cents, bound in cloth 50 cents, postage prepaid.

Address THE WORLD,
Pulitzer Building, New York.

re-Journal.

+++++
 MORE THAN DOUBLE THE CIRCULATION
 OF ANY OTHER MORNING PAPER
 IN KENTUCKY.
 +++++

MORNING, AUGUST 20, 1898—TWELVE PAGES

PRICE THREE CENTS

re-Journal.

SECTION 1 EIGHT PAGES.

SUNDAY, AUGUST 14, 1898

SUNDAY PRICE FIVE CENTS

ONE-A-WEEK

R JOURNAL.

ONE DOLLAR A YEAR.

Subscription Price For
 a Short Time,

50c a Year.

Get it At Once and Keep
 Posted On the War.

THURSDAY, AUGUST 20, 1898.

NEW SERIES---NO. 67.

STILLE TIMES.

LAST EDITION.

SPORTING SPECIAL.

FRIDAY, AUGUST 19, 1898

PRICE TWO CENTS

f the Day to the LOUISVILLE COURIER-JOURNAL.

The Louisville Courier-Journal celebrated its thirtieth birthday—thirty years of the best kind of work in the troublous

startling political crises, victories, defeats it has participated in during those three decades! Under the leadership of the Louisville Courier-Journal has witnessed the new South come into being. It has helped to heal the "wound" of the South, shoulder to shoulder with offsprings of "boys in blue" before Santiago and Manila. Under his editorship his paper has commanded respect even from those of whom he is a newspaper man to the bone. When on November 8, 1868, the amalgamated Louisville Courier-Journal made its first appearance it did so sturdily supporting a high journalistic ideal. The principles of justice, tolerance, political honesty were to be supported. The paper's absolute moral

the Louisville Courier-Journal started out to defend. These are its principles to-day.

The Louisville Courier-Journal has not flinched in its advocacy of sound democracy, of solidarity of the union. Liberty is not wanting where these two were firmly established.

With principles it can, it may also look forward without fear.—*New York Herald*, Dec. 6, 1898.

Subscription, Month Ending Dec. 3, 1898, - 33,384

AGENCY, : : NEW YORK AND CHICAGO.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, JAN. 25, 1899.

THE Philadelphia *Record* recently closed a contract with John Wanamaker for the insertion of a page advertisement every day for two years, aggregating 1,647,360 lines.

THE newest PRINTERS' INK baby is called the *Novelty Guide*, and is published monthly at Jamestown, N. Y., by A. R. Pharo, at five cents a copy, or fifty cents a year. It is devoted to exploiting advertising novelties.

THE *Silent Worker*, a publication for deaf mutes, issued at Trenton, N. J., claims that Rogers, Peet & Co. have for years advertised in all papers for the deaf with the result that they have a deaf-mute salesman, who does nothing else but attend to their deaf patrons' wants—sales to this class of customers aggregating \$10,000 in five years, so the *Silent Worker* says.

THERE is no such thing as chance in advertising. That man succeeds best in it who studies most and best how to reach results along methodical if not always fixed lines.—*Newspaper Maker*.

There is chance in advertising just as there is in everything else sublunary. No doubt the art is founded on certain principles that are unchangeable; but until these principles are understood in all their ramifications, the element of chance must enter to some extent into every advertising transaction. But it is almost crowded out in cases where the advertiser plans with foresight and intelligence and a good knowledge of his fellow beings.

NEGLECT to follow up results makes abortive a large amount of advertising that would otherwise produce excellent business.

MANY could reduce their space one-half, cut out the superfluous matter in their advertisement, boil down the language into terse sentences, use better and smaller engravings, and still derive the same results.—D. T. Mallett.

THE exports of the United States for the year 1898 were the largest in our history, the imports the smallest since 1885, although the consuming population is now thirty-three and one-third per cent greater than at that time. The balance of trade in our favor for the year was \$621,260,535, as against \$357,090,914 in 1897.

SAMPLE copies of PRINTERS' INK for February 15, 1899, will be sent to a list of 8,000 persons interested in advertising whose names do not at present appear upon the mailing list of PRINTERS' INK. A sample copy will be sent to each of these persons interested in advertising with a hope of securing his subscription for PRINTERS' INK. The cost of advertising in the February 15th issue of PRINTERS' INK will be no greater than in the ordinary issues, viz., 25 cents a line for classified advertisements, 50 cents a line for display, or \$100 a page, \$50 for a half page, \$25 for a quarter page, with an extra charge of 25 per cent for special position if granted.

THE new advertiser's most difficult task is to keep his prejudices from hurting his interests. If he is a man of refinement, and the crude sensations of the more sensational journals jar on his sense of propriety, causing him never to read them, he should not forget that an army of people, whose money is as good as that of more cultured individuals, read these newspapers constantly and are influenced by business announcements appearing in them. If a certain style of advertisement which would never have any effect upon him appears to be exactly the style adapted for influencing the public, he should divest himself of his prejudice and employ it. In brief, the aim should be to utilize those methods which most easily influence the public, with no reference whatever to the advertiser's individual tastes or prejudices.

THE SUGAR BOWL.

In PRINTERS' INK of Oct. 19, 1898, the announcement was made that a sterling silver sugar bowl, suitably inscribed, would be awarded by the Little Schoolmaster to that paper published west of Chicago, which, upon final consideration, it should be decided, gives an advertiser best service in proportion to the price charged. In the issue of Nov. 9th the *St. Paul Dispatch*, the *Omaha World-Herald*, the *Los Angeles Times* and the *Kansas City Star* were mentioned as likely candidates. In the issue for Nov. 30th these names were added to those already mentioned: *San Francisco Bulletin*, *Call*, *Chronicle* and *Examiner*, *Portland Oregonian*, *Denver News*, *Post and Republican*, *Omaha Bee*, *Minneapolis Journal*, *Times* and *Tribune*, *St. Louis Chronicle*, *Globe-Democrat*, *Post-Dispatch*, *Republic* and *Star*. In this issue the suggestions were hazarded that, of the papers named, to which on additions were thenceforth made, the *San Francisco (Cal.) Examiner* has probably the largest issue; that taken all in all, the *St. Louis Globe-Democrat* is probably the best newspaper; that the *Minneapolis Tribune* may possibly charge the lowest rate in proportion to number of copies issued; and that in point of prosperity and density of population in its field, something may perhaps be said in favor of the *Kansas City Star*. Following these ideas out to their logical conclusion, it therefore appeared that the papers of Portland, Omaha and Denver could safely be omitted from further consideration, and that the Sugar Bowl must go to a newspaper in San Francisco, Los Angeles, St. Paul, Minneapolis, Kansas City or St. Louis. The *St. Louis Chronicle* was in this issue stricken from further consideration because it sometimes omitted advertisements from certain of its editions. The *San Francisco Chronicle* was also eliminated because it persistently declines to let the advertiser know the amount of circulation he is getting. This brought the candidates down to the following list announced in the issue of Dec. 7th:

San Francisco: *Bulletin*, *Call* or *Examiner*.

Los Angeles: *Times*.

St. Paul: *Dispatch*.

Minneapolis: *Journal*, *Times* or *Tribune*.

Kansas City: *Star*.

St. Louis: *Globe-Democrat*, *Post-Dispatch*, *Republic* or *Star*.

In the issue of Dec. 14th the *St. Louis Post-Dispatch* and *Star* were disposed of for the same reason as the *Chronicle* of that city. In the issue of Dec. 28th the *Minneapolis papers* were eliminated because it had been decided they could not compete with the *St. Paul Dispatch*; the *San Francisco Bulletin* was also decided to have been outclassed.

By invitation of PRINTERS' INK, three special agents, Mr. Straus, of the *Examiner*, Mr. Hart, of the *Kansas City Star*, and Mr. Van Doren, of the *St. Paul Dispatch*, appeared before the Little Schoolmaster to argue their respective claims. What they said was in part reproduced in the issue of PRINTERS' INK for Jan. 4th. The controversy had narrowed itself down to Mr. Straus, of the *Examiner*, and Mr. Hart, of the *Kansas City Star*, Mr. Van Doren promising to elucidate his views for the issue of PRINTERS' INK of Jan. 11th. It was apparently shown that not only has the *Kansas City Star* a larger circulation than the *San Francisco Examiner*, but even if it be assumed that the circulations of both papers are equal, the *Examiner's* rate is twenty-eight per cent higher than the *Star's* for run of paper; that for full position the *Examiner* charges twenty-one cents as against the *Star's* seventeen and a half cents; that for advertisements two or more columns in width, the *Examiner* charges 31 6-10 cents per line as against the *Star's* 17½ cents. In contradistinction to this claims were made that the *Examiner's* quality of circulation is much higher, owing to the fact that it is a five-cent paper, and has practically no street sale, most of its subscribers paying for it monthly 65 cents a month; and it was further claimed that owing to the fact that the business center of San Francisco is equally distant from all the residential sections, it does not require more than fifteen minutes at the outside for a business man to reach his office from his home, and that therefore he has ample time to read his morning paper before he leaves his house, and does so, leaving it at home to be read by members of his family.

In the same issue was published a letter from W. T. Davis, of the Chicago office of the *Kansas City Star*. Mr. Davis' object was to prove that the

Star has the largest circulation of any daily newspaper in the United States in proportion to the population of the city in which it is published. To this end he gave a list of twenty-two principal cities and their population, also figures indicating the circulation the most popular paper should have to come up to the proportion of the *Star*, viz., approximately 85,000 circulation in a city of 135,000 population. In New York City the paper having such a proportionate circulation would sell 1,890,500 copies, according to Mr. Davis; in St. Louis, 399,600, which Mr. Davis claims exceeds the combined circulation of the five English dailies in that city. He also claimed that this proportionate superiority of the *Star* is not due to the fact that the paper has not as much competition as dailies in cities of its size usually have; nor is it due to the fact that it has a national, widely diffused circulation, like the St. Louis *Globe-Democrat*; it is due merely to the popularity of the paper locally. In addition to this he contended that there was no discrimination in the *Star's* case against the small advertiser, its minimum rate, about 1-7 of a cent per line per one thousand circulation, being only about 16-2-3 per cent less than the open or one time rate, and the advertiser being required to use only 7,500 lines per year to secure the minimum rate.

In PRINTERS' INK of January 11th Mr. Van Doren printed his views of why the Sugar Bowl should go to the St. Paul *Dispatch*. He claimed that the *Dispatch* covered its territory more thoroughly than any paper within the limits named, being the only evening paper published in the city of St. Paul. From this fact he deduced the conclusion that where one paper covers all the circulation obtainable in the afternoon it covers the field more thoroughly than one which furnishes only a part of the circulation for the afternoon, even were that part comparatively large. In the case of the Kansas City *Star*, he instanced as illustration that the Kansas City *World* claimed almost one-half the circulation of the *Star*. Proceeding, he asserted that the actual circulation of the St. Paul *Dispatch* exceeded by many thousands the combined circulation of all daily papers in its city, and that so popular is it locally that it carries over fifty contracts from local

merchants who advertise in no other local paper. Giving some attention to the prosperity of the Northwest, he next claimed the rate of the *Dispatch* to be one-eighth of a cent per one thousand circulation, or to be explicit, .12216 of a cent. This he wished to have contrasted with the Kansas City *Star's* .15244 of a cent per line per one thousand; or, allowing the *Star* 85,000 circulation, .147 of a cent. Continuing, he said, the Kansas City *Star*, however, may object to this comparison because the St. Paul *Dispatch* exacts 40 per cent extra for full position guaranteed, while the Kansas City *Star* furnishes full position for 25 per cent extra. Computing position work with the extra price of each paper he claimed the comparison would still show the *Dispatch* to charge for full position advertising .171 of a cent per line per thousand, against .1837 of a cent per line per thousand charged by the Kansas City *Star*, allowing it 85,000 circulation. A comparison of rates on the weekly editions of the two papers he claimed shows likewise in favor of the *Dispatch*, the *Star* charging .247735 of a cent per line per one thousand, while the *Dispatch's* rate amounts to only .205973.

And thus the matter stands at present.

It has not yet appeared that any St. Louis paper makes any claim for consideration in the proposed award.

SHOULD BE AN ENTHUSIAST.

An advertising man, to be successful, must be an enthusiast and must be absorbed in his work. He must be interested, body and brain, in the prosperity of the firm he is working for. He must guard its interests jealously and never let an opportunity slip to advance its welfare. The best musician, I have understood, is the one who throws his whole soul into his playing or singing, and trims his selection with all the delicate shadings and expressions his being and skill is capable of. The same must be true of the advertising man. A man who does not dearly love to write an advertisement should never be permitted to write one, because in the course of a year he will cost the concern he is engaged with thousands of dollars. The work is not so hard that he can not devote all the energy of his mind and muscle to each advertisement.—R. B. Peck, in *Chicago Dry Goods Reporter*.

BUSINESS nowadays is a competition of the severest kind. There is no place for the laggard, for the man who is not keen witted above his fellows. The dull plodder goes to the wall. Industry is well enough in its way, but industry is far from being everything in the struggle for mastery that modern business has become. The man who would succeed must be progressive, must keep awake to the movement of the times, must adapt himself to the current and swim with it.—*Painters' Magazine*.

USED FOR ADVERTISING PURPOSES.

The man with his feet on the window sill looked at the photograph intently for a minute, and then seemed to be attracted by the photographer's card printed on the bottom of it. After reading that he turned the picture over and read the printing on the back.

"Now, what right has he to put that on the photograph?" he asked at length.

"Why, that's only his business card," explained the man in the arm chair.

"Of course," admitted the man with his feet on the window sill, "but what right has he to put it on your photograph?"

"To show that he was the one who took it."

"In other words, as an advertisement for his business?"

"Well, yes, I suppose it might be so regarded."

"Then what right has he to print his advertisements on your goods?"

"Why, everybody does it."

"I know everybody does it," conceded the man with his feet on the window sill, "but that doesn't make it right. It merely indicates that the purchasing public is so good-natured that it is willing to be imposed upon and used as an advertisement by every tradesman or dealer in goods of any description that it patronizes. The case of the photograph is merely an illustration. You go to the photographer and tell him you want a dozen pictures. He takes them for you and you pay for them. Now, under the circumstances I mention, what right has he to expect you to go about advertising his business? He pays you nothing for it; he makes no reduction in his price in consequence of it. On the contrary, after enough people have advertised him in this way he will raise his price. He says to you in substance: 'I have done a little business with you, and therefore it is fitting that you should carry my card around with you, that others may hear of me and bring me more business.' Why would not it be just as fair for you to say to him: 'I have done a little business with you, and therefore it is fitting that you should stick my card up in your showcase, so that people wanting anything in my line will know where to come?' If he isn't willing to do that, you ought to charge him advertising rates."

"But why single out the photographers?" asked the man in the arm chair.

"I wouldn't," answered the man with his feet on the window sill. "I am using them merely as an illustration, because this photograph of you happened to steer me into that train of thought. Nearly every one a fellow has dealings with tries to use him as an advertisement in one way or another. I am constantly conscious of the fact that I am carrying the name of my tailor around with me wherever I go, although I can't do him much good so long as I keep my clothes on. Nevertheless, I don't like it. I feel all the time that if he had nerve enough he'd have his name embroidered across the back of my coat. The name of the maker is also on my shoes as prominently as he dares put it, and when I lay my gloves down the name of the maker glistens on the buttons. Practically everything I have on has somebody's advertisement on it, and yet that is the least annoying feature of the whole matter."

"What would you call the most annoying?"

"The packages. If I buy anything at a store and decide for any reason to take it home with me it is done up in such a way that I must pose as a walking advertisement for the store at which I have been doing business. When I pay for my purchase they do not seem to think the obligation canceled. I must in addition announce to every one that I bought the goods at a certain place. And the cheaper the place and the goods the more glaring the advertisement. Why, if lawyers carried the same methods into their business you would see prosperous merchants walking along the streets with a label to denote that they were clients of some distinguished member of the bar."

"But sometimes the name is a guaranty of the quality."

"Very true. That, I believe, is often taken into consideration in the matter of wedding presents; but so far as I am concerned, I do not want to give a present to any one who will not believe it is first-class quality until he or she has seen the name of the jeweler on the box. And that name on the box wouldn't mean half as much, anyway, if we hadn't let the jeweler bamboozle us into advertising him on previous occasions. I tell you,

it's nobody's business where I do my shopping."

"Then you don't believe in advertising."

"But I do," protested the man with his feet on the window sill. "I believe in it most implicitly. But I don't believe I should be made to advertise people in whom I have no earthly interest. Let them advertise themselves through the regular channels. The only reason that they want to use me is because I am cheap. They can put a sign on me, and so long as they don't make it too conspicuous I'll carry it and not say a word. Get on a street car some day just about the close of shopping hour and see how many walking advertisements you will find! Note the people contentedly walking along the streets with signs in the shape of bundles under their arms! I suppose if they are willing to do this much for their tradesmen it is all right, but I decline in every case. The bundle that I carry has no lettering on it, for I won't carry one that has."—*Chicago Post.*

It is true that advertising will not put merit into poor merchandise, but good merchandise often becomes poor for the want of good advertising.—*Paul Point.*

BOIL IT DOWN.

The tendency of unskilled advertisement writers is to say too much. They lay on the praise in such a thick coat that it nauseates the public. Did you ever eat too much candy, Mr. Advertiser? If you did then you know how a reader feels who has perused an advertisement too well filled with self praise. Write your advertisement three times as long as you intend to have it. Don't put in a single word to "fill up." Then go to work and boil it down to the right size. Cut out obscure sentences; cut out the praise; cut out every word which detracts from or mentions your opponent's goods. Select some prominent merit of your article and burn it deeply into the public mind. The matter of beginning an advertisement properly is especially of importance to the new man at the business. Chop off all of the introduction and get right down to the meat of the subject. Don't repeat yourself. Take the sentence "we guarantee satisfaction and send you away satisfied." The whole story is told in the first three words; the balance is nothing more than a repetition and a waste of space. Take the word "very" out of your advertisement. It only weakens the assertion that it precedes. When you have gone through this pruning process sufficiently you will find the ad reduced near to its proper size.—*Agricultural Advertiser.*

AN advertisement which is all cut up into sections by the use of different sorts or sizes of type and borders and ornaments, is like a handful of small pebbles. It is thrown at the reader, but doesn't make an impression on him. If the advertisement is set so that it makes one complete, compact chunk, it will be solid enough to make an impression when it strikes. If you want to hit a man you would a good deal rather have one good-sized stone than a handful of sand.—*Bates.*

Buyers=Wants

CHEMICALS.

WANTED.—A CARLOAD OF COMMERCIAL Ferrous Sulphate, delivered at Birmingham, Ala. Address THE SOLVAY PROCESS CO., Syracuse, N. Y.

DRY GOODS.

WANTED.—5 CASES OF 8-OZ. BLUE AND RED York Denims. Address, stating price, terms, etc., CHARLES WEBSTER & CO., E. New Market, Md.

WALL PAPER.

WANTED.—FOR SPOT CASH, 5,000 ROLLS "Jobs" White Blank Wall Paper, in lots 100 to 300 rolls of kind. Mail samples and prices, stating quantity of each lot.
BELLOWS & SON, Lithetion N. H.

HAY.

WANTED.—ONE HUNDRED CARLOADS NO. 2 Timothy Hay, delivered here. Name, lowest price, quantity, and when can make delivery.
RICHMOND CITY MILLS CO., Richmond, Va.

GROCERY STOCK.

\$100,000 WHOLESALE STOCK OF GROCERIES WANTED FOR CASH.

We are in the market for opening stock of groceries for the Pacific Coast, consisting of 1 car rice, 1 car R. oats, 1 car syrup, 1 car N. O. molasses, 1 car candles, 1 car vinegar, 2 cars woodenware, 1 car brooms, 1 car rope, 1 car crackers, 1 car wash boards, 10,000 cases of Eastern canned of all descriptions, consisting of corn, peas, beans, oysters, sardines (imported and domestic), canned milk, preserves, catsup, etc., etc., baking powder, spices (whole and ground), extracts, cordage, blacking, teas, coffees (ground and roasted), bird seeds, chocolate and cocoa, lamp chimneys, lye, matches, paper bags, wrapping paper, macaroni, pickles, starch, soda, mackerel, macaroni, complete line of cigars and tobacco; in fact, everything known to the wholesale staple and fancy, imported and domestic grocery business. We want offers at once from parties having any goods in above lines to offer at lowest spot cash prices. Those having "snaps," or goods that they wish to convert into cash, please address Pacific Coast Jobber, care of New York Commercial, New York City. When possible, would like prices delivered Los Angeles, Cal.

THE "BUYERS' WANTS" ADVERTISEMENTS INAUGURATED BY THE NEW YORK "COMMERCIAL," OF WHICH A FEW ARE REPRODUCED ABOVE, APPEAR TO INDICATE THAT BUSINESS MEN ARE ADOPTING THE PLAN OF ADVERTISING FOR PROPOSALS TO SUPPLY MERCHANDISE DESIRED IN THE SAME MANNER AS THE GOVERNMENT.

NOTES.

MR. J. L. FOLLIT, lately of Joel Gutman & Co., Baltimore, became advertising manager of Simpson, Crawford & Simpson, New York, on January 10th.

"*Advertising*," a monthly journal for every advertiser," is published by J. H. Osborne, 132 Fleet Street, London, E. C., at 2s. 6d. per annum; American subscriptions, 75 cents.

The January 1st issue of the Los Angeles (Cal.) *Times* was a special midwinter number of 118 pages, giving special attention to the beauties and trade advantages of Southern California.

A STATEMENT issued by the Ripans Chemical Company shows that the sales of Ripans Tabules during the year 1898 exceeded seventy millions, and that the sales in January are at a rate exceeding five hundred thousand a day.—*N. Y. Mail and Express*.

THE *Dry Goods Economist*, of New York, offers prizes aggregating \$120 for essays on the subject: "How would you conduct the buying, advertising and pushing of a business, if capital were furnished you to go into business yourself?" Particulars appear on page 15 of the *Economist* for January 14th.

"What Shall the Trade Press Do About Commissions?" is the title of a paper read before the American Trade Press Association at its meeting Jan. 19 at the Hardware Club by Mr. Henry Ferris, of Philadelphia. Mr. Ferris believes that trade papers should abolish commissions for advertising entirely.

THEO. F. ALLEN, 413 Vine Street, Cincinnati, O., offers advertisers an advertising novelty that has the distinction of costing 37½ cents each in lots of 1,000. It is called the "Busy Man's Mental Savings Bank," and consists of a portfolio divided into sections into which the busy man can quickly classify his letters, orders, etc., and then consider each portion of his correspondence in its turn.

MR. G. T. GREEKER, circulation manager of the Albany (N. Y.) *Times-Union*, distributes at fairs 5,000 coat tags resembling racing track badges, containing the ad of his newspaper, and says he finds men, women and children are eager to wear them. One of Mr. Grecker's recent novelties, distributed on similar occasions, is a white lead pencil, containing an advertisement of the *Times-Union* in gold.

THEATRICAL troupes performing several days in provincial towns, and offering seats at 10, 20 and 30 cents, frequently drop a number of their high-priced tickets near the doorways of houses on different streets as a half "dead-head" arrangement. It is announced on them that a payment of 15 cents and a presentation of the ticket by any "Miss" or "Mrs." at the box office will secure for the holder a 30-cent seat. This scheme produces a good deal of feminine advertising talk, and a drawing up of escorts, to the companies' advantage.

ALBANY, Jan. 16.—Mr. Roche, of New York, introduced in the Assembly a bill which provides that the elevated railroads in New York City shall have no powers, privileges or franchises, or carry on any trade or business, except as expressly granted and allowed in the special general statute under which the companies were organized. The elevated railroads shall not lease to any other corporation or person any of their buildings, stations, fixtures, cars or other property for advertising purposes, or for the sale of goods or merchandise, except papers, books and periodicals, nor post in or upon any of their property any card, sign, writing, printing or picture in the nature of an advertisement. Any company offending against

the provisions of the act shall forfeit \$100 for each separate violation.

THERE is no book more appreciated for practical use in a newspaper office than a first-class newspaper directory. Any business concern that does general advertising finds such a publication indispensable. The American Newspaper Directory is not merely a list of the newspapers in the country, but an up-to-date gazetteer giving important facts concerning all publications of every description in the United States. In this respect it is a most valuable reference book. It gives, besides the usual descriptive information, a record of circulation and ratings for several years past that can be relied upon as important and reasonably exact. An attention to detail in this particular has been given that renders the Directory indispensable to those who for any reason wish to be posted as to the business importance of American publications.—*Nashville (Tenn.) Banner*, Jan. 7, 1899.

AN ENCYCLOPÆDIC NAME.

The Press Company, proprietors of the *Daily Press-Knickerbocker and Sunday Press*, of Albany, N. Y., on Jan. 7th purchased the newspaper property known as the *Albany Morning Express*, including its name, goodwill, franchises, contracts, circulation, etc. The *Albany Morning Express* was issued in connection with the *Daily Press-Knickerbocker*, beginning Monday morning, January 9th. The combined paper is known as the *Press-Knickerbocker and Albany Morning Express*, and is delivered to all the subscribers of both papers. The advertising contracts of the *Albany Morning Express* will be carried out in the combined newspaper.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CANADA.

IT takes at least 16 daily papers in the fourteen largest cities in Canada to bring an article prominently before the larger number of Canadians. Cost for 35 lines, every other day for one year, about \$1,500. We know Canadian papers, their constituencies and lowest prices, and can be of use to any who intend using space in Canada. THE E. DESBARATS ADVERTISING AGENCY, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

THE

Arizona Republican.

A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year at Phoenix, the liveliest town of its class in the United States.

Information as to rates of

H. D. LA COSTE, 38 Park Row New York.

Mail List Type

FOR SALE CHEAP

I have for sale the type used on a 12,000 Long Primer Mail List. Will sell

at 15c. per lb., cash

I will furnish a proof of galley of same as it now stands to any applicant. Address

WM. JOHNSTON, 10 Spruce St., N. Y.

The Great Lakes Territory

is covered fully by

The

Detroit Suns

Drop us a postal

for rates.

Detroit Suns, Detroit, Mich.

T

HIS is a "Want Ad."

It comes from the DAILY NEWS, the great home paper of Joliet, Illinois, and vicinity.

There are printed and delivered to actual subscribers at the homes here and hereabouts 5,750 NEWSSES every evening, the truth of which statement will be certified to by the Advertisers' Guarantee Co. of Chicago.

The NEWS wants ads
of good repute.

THE NEWS COMPANY,
Books open to all. Joliet, Ill.

If you are ready to do some newspaper advertising, we are ready to put it in good papers for you.

And secure you the most and the best circulation for your money.

The George P. Rowell Advertising Agency,
10 Spruce Street, New York.

FOR SALE

--A FAMILY MONTHLY PAPER--

ESTABLISHED 14 YEARS.

Located in Chicago. Has a good advertising patronage and large list. The printing, binding, etc., is paid for in advance for two years. A great chance for young blood. 60 years and climate cause for selling. If you investigate you will buy.

Address, Writer's Bureau, 3938 W. 82d St., Chicago, Ill.

Also a fine mail order business started and goes with paper.

One Dollar

OR

a quarter; it is immaterial
so it is a subscription.

1 yr., \$1; 3 mos., 25c.

In either case you will read;

and if you do you will see
why ads may pay you.

No campaign has been made
among advertisers—we want them
to first know the magazine.

If faith—a dollar.

Little faith—a quarter.

No faith—ask for sample;

show it to your wife, she'll say

AMERICAN HOMES, KNOXVILLE, TENN.

A New Home

FOR THE

Chaperone Magazine

The "Chaperone Magazine" has purchased the ground and four-story building at 2811 Locust Street, St. Louis, Mo., which is being completely remodeled for offices. In addition to which, a new printing office, 40x80 feet, four stories high, is now being erected. This will give us a combined floor space of over 25,000 square feet.

The growth of the "Chaperone Magazine" alone demands these buildings, and the printing office will be equipped with the most modern presses and machinery. There are only five magazines in the United States that own their own building and printing plant. The "Chaperone Magazine" of St. Louis is one of the five.

For rates, sample copies, address
Home Office CHAPERONE BUILDING,
2811 Locust St., St. Louis, Mo.

When the Advertiser uses the columns of

Modes and Fabrics

he reaches a class of buyers and
readers who belong exclusively to
the clientele established by the

Co-operative Magazine

Modes and
Fabrics : : :

Monthly circulation 350,000 copies.

Advertising rates \$1.25 per agate line.

SEND FOR AN ILLUSTRATED BOOKLET OF
VITAL INTEREST TO ADVERTISERS, BY THE

MODES AND FABRICS PUBLISHING CO.,

550 Pearl St., New York.

At

The George P. Rowell Advertising Agency,
No. 10 Spruce Street, New York,

All the "machinery" of a good advertising
agency is at command.

If you want to insert good advertising in
good papers on good terms, apply to

The George P. Rowell Advertising Agency,
No. 10 Spruce Street, New York.

Your List is Incomplete

for the coming season's advertising if it does not include **The Superior Leader**. Only morning and Sunday paper in the second city in Wisconsin. Published every day in the year. Average circulation last six months, **3,556 Daily; 4,390 Sunday**. Let us figure with you.

THE SUPERIOR LEADER, West Superior, Wis.



Far Seeing People

Are the most successful. Their perception of opportunities where others see nothing is the secret of their success. Shrewd observers find me a splendid opportunity for improving their advertising matter. Those who have tried me ought to know. That they are still trying me proves that they do know. If you should try me you will know, too.

I attend to the whole business.

I get up advertisements, booklets, circulars and catalogues. I write, design and print. I turn out the whole job complete. No other printer has such complete facilities for turning out the complete job as I have. If I happen to run across anything that I don't know all about, I know where to put my hand on the fellow that does. Can I be of service to you? Address

WM. JOHNSTON,

Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

■ To report his circulation in such a way as actually to convey information to an inquirer, it is deemed necessary that a publisher shall state in detail what it has been for every issue for an entire year.

STATEMENT OF CIRCULATION OF

MEANS. GEO. P. ROWELL & CO., Publishers of American Newspaper Directory, 10 Spruce Street, New York.

Sixes. — The actual number of complete copies printed of this paper for one year from ~~January~~... 1st, 1868 to ~~January~~... 1st, 1869 have been as stated below.

[illegible]

The grand total when divided by 152 which is the actual number of days of issue, shows the average number of complete copies printed per issue to have been 23.171. This is a correct figure for one year, ending with March 1, 1899, and is made in good faith for the purpose of being placed on file in the office of the Kansas Newspaper Commission, according to accurate and exact circulation return in the past issue of this publication.

It will be noted that this report is signed with a pen by one whose authority is due to experience or clearly stated

Signature:

The American

Newspaper Directory.

There is not much doubt but that the "American Newspaper Directory" is a glaring fraud. If a publisher desires a good rating in it he must knuckle to the publisher. The *New York Press* calls the publisher down in great shape and shows that the directory is worthless so far as furnishing reliable information is concerned. The *Press* offers to turn its books, paper bills and everything necessary to enable him to get at the truth over to the Mayor of New York, and if he does not find that the *Press* has over 70,000 circulation daily, instead of 40,000, will pay \$10,000 to any charitable institution the Mayor may name; but if the *Press'* statements are found true, then the directory publisher must pay \$1,000 for the same purpose. Publishers everywhere have caught on to the methods employed by the above concern.—*Columbia City Post*.

We are surprised that the *Columbia City Post* should give public expression to such an editorial as the above. The American Newspaper Directory is not a glaring fraud, but the one book that 98 per cent of general advertisers accept as conclusive evidence of circulation in the distribution of business. It is a great deal easier for a publisher to get an honest rating than it is for him to kick so hard. If the editor of the *Columbia City Post* or the *New York Press* has a circulation that they wish advertisers to know, they can get it, simply by making a statement for a year past, signed, not with a rubber stamp, but with pen and ink.

The directory will then give the rating exactly as claimed, and it will cost the paper in question a two-cent stamp to mail it with—nothing more. If the *New York Press* made the bluff as above stated, it ought to suspend publication, or else get a business manager qualified to distinguish between day and night. What has the Mayor of New York got to do with the circulation of the *Press*, and why bring him into the controversy? Books, paper bills, etc., are easily manufactured, and the *Press* might have a circulation of 70,000 during the investigation—at least. A temporary circulation is not a bona fide one, and is of no particular benefit to any one—unless it be the paper dealers, who sell the extra stock during the investigation.

The *Butler Herald*, a country newspaper published, as the *New York Press* would say, in the woods, would suggest that the business manager of the *Press* save his \$10,000, let the Mayor of New York rest in peace, and simply send to the American Newspaper Directory a statement, covering his actual issues for a year, signed by a responsible head of the newspaper in question, showing that his circulation is 70,000 daily, and the trouble will be over and the *Press* will be correctly rated. It's easy.

The *Columbia City Post* should go and do likewise. A rating in the directory in question cuts more figure with advertisers than a thousand columns of buncomb like the above.—*Butler (Indiana) Herald*, Friday, Jan. 6, 1899.

The one book that 98 per cent of general advertisers accept as conclusive evidence of circulation in the distribution of business.

RIPANS

In the East AND In the Middle West.

Offices of THE BINNER ENGRAVING Co.,
Fisher Building,
Chicago, Dec. 17, 1898.

THE RIPANS CHEMICAL CO.

GENTLEMEN—Two or three days ago I chanced to go into the Great Northern Drug Store in this city, and while there a man walked into the store and asked for a package of R-I-P-A-N-S. The clerk went to the rear of the store and brought back a package of R-I-P-A-N-S and a package of some other medicine, which he said was, "just as good." The man refused the substitute. For fully five minutes the clerk argued with the man and asked him to take the substitute. Finally the man left triumphantly with his package of R-I-P-A-N-S.

WALTER BINNER.

A prominent citizen of Morristown, N. J., reported that the use of Ripans Tablets in that fashionable suburb has become something absolutely unprecedented. Believing the statement worthy of verification, a reporter was sent to interview the druggists there and found the facts to be about as stated. Every druggist reported large sales, but the experience that capped the climax the reporter met with at the pharmacy of Brown Brothers. "Look here," said Mr. Brown, opening a drawer, "we put in our usual week's supply Thursday and here it is but Monday and we have only one and one-half dozen left. We have a good trade on them every day. One of my customers said he had a very distressed feeling after eating and I advised him to use Ripans. He tried a five-cent package, and, not being satisfied with the result, purchased a small vial from one of the 50-cent boxes, getting six Tablets in glass for 10 cents, instead of ten in a pasteboard carton for 5 cents. When he had used these he said, 'I don't feel right yet. I don't believe Ripans Tablets are any good.' Knowing the formula of R-I-P-A-N-S I was sure they would cure if he would only continue their use, but he did not believe in patent medicines, so I told him to call in next morning and I would have something for him. I emptied two of the 5-cent packages of Ripans into a bottle and sold them to him for 25 cents and called them Digestive Tablets, and wrote on the bottle the name of the ingredients of which the tablets were composed. He used them and reported they were just the proper medicine and had cured him. I will say I am not in the habit of doing this, and hope I did not do any harm by using Ripans Tablets and selling them for Digestive Tablets. I have not told the young man that I used Ripans Tablets to cure him, but he said to me, 'They tasted just like Ripans.'"

This experience in Morristown goes far to sustain the opinion, at one time expressed by a learned physician, that whoever would put up the celebrated prescription after which R-I-P-A-N-S are compounded and make the preparation so cheap as to bring it into common daily use among the poor would be a philanthropist indeed and a benefactor to his race.

Ripans Tablets in the 5-cent cartons, are sold to druggists in five gross lots for \$21.50 delivered, carriage paid. This price, payable thirty days after shipment, affords the druggist a profit of something more than forty-six per cent. This is considered a fair and reasonable profit in the North Atlantic States, but west of Buffalo many druggists feel compelled to substitute for Ripans some other preparation that pays a larger percentage of profit, as in the case of the Great Northern Drug Store of Chicago, reported above by Mr. Binner.

One hundred and thirty-five girls engaged day after day and week after week packing a medicinal tablet in small cartons or boxes indicate the creation of a considerable demand. The modern discovery of a method for reducing any drug to powder and compressing it into tablets or tablets has rendered it possible to put up a very famous prescription in the shape much more convenient than the old-fashioned method of administering as a liquid or a powder. So universal appears to be the application of a certain celebrated formula of rhubarb and soda to all the ills that attack the digestive organs of the human race that the Ripans Chemical Co. now advertise their remedy in the following short sentences:

WANTED:—A case of bad health that R-I-P-A-N-S will not benefit. They banish pain and prolong life. One gives relief. Note the word R-I-P-A-N-S on the package and accept no substitute. R-I-P-A-N-S, 10 for 5 cents or twelve packets for 48 cents, may be had at any drug store. Ten samples and one thousand testimonials will be mailed to any address for 5 cents, forwarded to the Ripans Chemical Co., No. 10 Spruce St., New York City.

So universal has the use of Ripans Tablets become that the present sale exceeds three millions a week. As an example of the great appreciation in which they are held, a newspaper man from Buffalo relates that he was not long since present at a banquet in New York where there was much to drink, and considerable smoking going on at the close, and coffee drinking as well, and finally in the small hours of the night one of those present expressed regret that he had not supplied himself with a Ripans Tablet in order to have the benefit which previous experience has led him to count on from swallowing a Tablet on such an occasion, and thereby avoiding a headache next morning. No sooner had this wish been expressed than his neighbor, putting his hand in his pocket, produced a small packet of the Tablets, and the attention of the company having been attracted to the transaction, four other gentlemen present also produced packages from their pockets. It is said that in almost any gathering anywhere nowadays five out of eight business men may be relied upon to produce a packet of Ripans Tablets from a vest pocket if applied to to that end.

The circulation
of the Montreal
Daily

La Presse

is larger than
that of any
daily published
in Canada,
French or English,
without exception.

Sworn circulation
over 65,000 a day,
one edition only.

Montreal
"La Presse."

THREE BIG DAILY PAPERS IN ONE

The Press Company
Proprietors of the...

Albany Daily Press-Knickerbocker AND **Albany Sunday Press**

have this day purchased the ALBANY MORNING EXPRESS, a daily newspaper established in 1847.

The combined paper, to be known as the PRESS-KNICKERBOCKER AND EXPRESS, will be published by the Press Company, proprietors of the DAILY PRESS-KNICKERBOCKER since its first issue.

The purchase of the ALBANY MORNING EXPRESS and its union with the DAILY PRESS-KNICKERBOCKER means one great morning independent daily newspaper for the city of Albany.

The PRESS-KNICKERBOCKER AND EXPRESS is a combination of the DAILY KNICKERBOCKER, the DAILY PRESS and the ALBANY MORNING EXPRESS.

THE PRESS COMPANY,

Press Building,

ALBANY, N.Y.

ALBANY, N.Y., Jan. 14, 1899.

"Two heads are better than one"

Before you decide to give out your next order for lithographing or printing ask yourself this question:

"Which shall I do, go to an old-established house with old-style ideas and get the kind of advertising matter that every one else has had before me

OR

go to a young, progressive, hustling concern, like The Gibbs & Williams Company, and have them furnish breezy, original ideas, full of life and vigor and up-to-date in every particular?"

* * *

The world is jogging along at a pretty rapid gait and he who advertises must step lively to keep up.

We'll teach you a quick marching step which will keep you swinging along at the head of the line.

If you are willing to pay the right price for *that kind* of service we want to hear from you. If modern facilities, a model plant and painstaking methods will secure your business and hold it, then this is the concern you will deal with in the future.



The Gibbs & Williams Co.

Lithographers and Printers,

68 New Chambers St., N. Y.

(Running through to Roosevelt.)



Telephone 4124 Cortlandt.

(Have your clerk put it on your Index.)

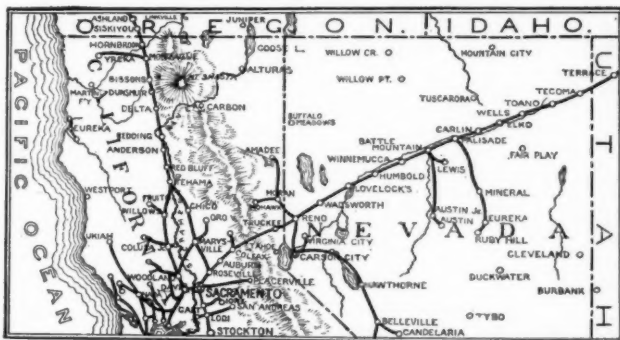
If it is Desired to

Cover This Field

it can only be thoroughly done
by using the columns of

The Evening Bee,

SACRAMENTO, CAL.



In Northern California

and Nevada there is no newspaper
published with a circulation equal
to that of **THE EVENING BEE.**

*Sacramento is the center of population
and the center of distribution for all of
the Sacramento Valley--the most pro-
perous fruit, wheat, hay, hop and wine
producing section in California.*

For rates, etc., address

E. KATZ, Eastern Agent, Temple Court, N. Y.

THE HERALD

has more
paid
subscribers
in . . .

SALT LAKE CITY

than any other paper
published. It is the
home paper—the paper
that pays.

E. KATZ ADV. AGENCY,

REPRESENTATIVES,

Temple Court,

New York.

The Oakland Tribune

is known to advertisers as one of the best paying dailies in the far West. It has their confidence and their business. Over 8,700 families subscribe for it. Its rates are higher than other Oakland papers, but it brings much greater results. To the advertiser a paper is known by the results it brings.

Are you in the Tribune?

E. Katz Adv. Agency,

Representatives,

230 Temple Court,

New York City.

Skeptics.

There are thousands of good business men who would be glad to have help in their advertising, but who hesitate to employ the much misunderstood "expert."

Because of the necessarily egotistical announcements of advertising specialists these men have come to believe that the whole business is founded upon unbounded and unwarranted egoism.

I have been, perhaps, the largest user of the perpendicular pronoun, and so it is only fair that I should devote some time and money to placing before these skeptics the real facts about the purpose, equipment and services of the advertising specialist.

With this idea I have prepared some printed matter which I will be pleased to send to any doubter of inquiring mind.

If he prefers a practical test of the question I propose that :

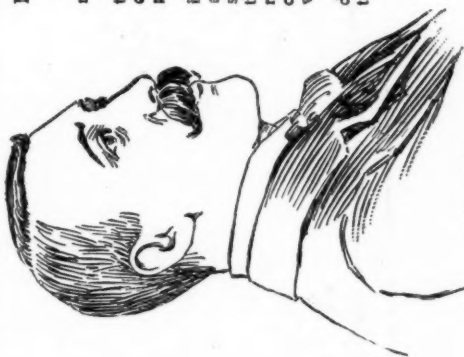
To any manufacturer, jobber or retailer who will send me five dollars I will submit a definite plan for increasing his business. And if he is not satisfied with his investment he may have his five dollars back.

CHARLES AUSTIN BATES,

Vanderbilt Building,
NEW YORK.

"Printers' Ink is the most up-to-date paper published in the world."

—W. HOMEYARD



W. HOMEYARD,
ADVERTISING MANAGER OF "THE MORNING LEADER," LONDON, E.W.
DAILY CIRCULATION, 225,000.

EDITOR OF PRINTERS' INK,

10 Spruce Street, New York.

I send you herewith two or three of my circulars. In several others I have mentioned "Printers' Ink" because I have felt greatly indebted to your journal.

I have no doubt that "Printers' Ink" is the most up-to-date paper for advertisers published in the world. Every word I have stated is true. If you saw fit to charge One Shilling an issue I should pay it without a grumble. I think if your price was £1 it would still be remunerative.

I reckon to know something about advertising, perhaps little, yet it is of service to me and I hope to know a great deal more if I live. If any young man entering the advertising world asked me the best means of gaining knowledge I should put in the very fore-front "Printers' Ink." There is not an advertiser in the world or advertising manager that should not read it. He should do more than read it, he should file it for reference. He should subscribe from the first day he commenced writing advertisements and his subscription should not have expired when his body was deposited in the ground.

Will you permit me to thank you for your efforts on behalf of those who endeavor honestly to carry out their duties in advertising, and at the same time I trust the prosperity of the paper will increase in succeeding years.

Yours faithfully,

W. Homeyard

ADVERTISING MANAGER

London, E. C., Dec. 24, 1898.

"There is not an advertiser in the world or advertising manager that should not read it." —W. HOMEYARD.

The beauty of the
advertising on the

Brooklyn "L"

is the size of cards
in its cars,

16 x 24 Inches

and displayed in concave
racks. Proper curves.
You can tell your story
effectively.

Live Advertisers

appreciate this.
Look in the cars and see!

FOR RATES, ADDRESS

Geo. Kissam & Co.,

253 Broadway, N.Y.
35 Sands Street, Brooklyn, N.Y.



That whole page
advertisement of

CUTELIX

in the NEW YORK TIMES
of January 15th is simply
a reflex of the great and
constantly growing sales of
this preparation.

CUTELIX COMPANY,
253 Broadway, N. Y.



READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

In response to the invitation for hotel ads, a New Jersey gentleman with positive and very candid opinions sends the following letter and three ads which it is a pleasure to print here as it is also to express in a whisper my sympathy with his adjectives. They certainly apply very aptly to a good deal of hotel advertising.

DEAR SIR—In reply to your question in this week's PRINTERS' INK will say that the usual advertisements of hotels are pretty damned tough, that is the newspaper ads. I have prepared you three or four which may be useful to your correspondent. The fear of a lapse from dignity seems to tackle the highest hotel man when he prepares a newspaper ad, and in consequence it is well-nigh impossible to get much information from a newspaper in regard to a hotel.

Yours truly, FRANK A. HEYWOOD.

Two Ideas for Southern Hotels.

NEW CHESAPEAKE HOTEL SOUTH FOLK, VA.,

R. A. Fogg, Manager.

A transient hotel, but offers inducements to regular boarders who wish to spend the winter in an equable climate. The house offers accommodations for 1,000 guests, and is fitted with every modern convenience. Over \$50,000 has been expended this season in renovations necessary to keep it right up to date. The house is situated in the very center of the city and adjacent to all steamship and railroad terminals. The theater, government buildings and banks are all within a block.

The cuisine is equal to that of any other Southern hotel. Some think the service is better. Rates are \$2.50 to \$5 per day. Booklet mailed on application.

Southern Pines

is the proper place for those with weak lungs to spend the winter. Whether it be the soil or the climate, the air or the perpetual sunshine, the fact remains that no other section of the world is Southern Pines' equal for the relief of pulmonary troubles.

THE PINEY WOODS INN is open for the season of '98-'99 under the management again of Charles St. Felix, of Northport, N. Y., who retains the office force of former years. The cooks are all from the North, and so are the dining-room help. This fact guarantees the service. To those who are not familiar with Southern Pines, will say that it is located on the Seaboard Air Line, sixty-eight miles south of Raleigh. Two Pullman trains daily to and from Washington, D. C., and Norfolk, Va. The Piney Woods is built after Northern ideas with Northern conveniences. Booklet giving full information mailed free on application.

Good Suggestion for Any Hotel.

ASK ANY COMMERCIAL TRAVELER

as to the best hotel in —, and he will tell you that the Mt. Vernon, opposite the depot is the one. It is true that a good many people do not stop there—the reason usually is, however, lack of room.

The Mt. Vernon is a commercial travelers' home. The sample rooms, reading-rooms and office are large and commodious with whist tables and all of the leading daily papers at the disposal of the guests.

The menu at the Mt. Vernon is not as long as your arm but the cooking is done by an expert and is served by well-drilled waiters.

Each chamber at the Mt. Vernon has a fireplace and easy chair with mosquito canopies in season.

There are many other comforts at the Mt. Vernon devised expressly for the commercial trade.

Rates \$2 per day or 50 cents for any fraction thereof.

Not Profit But Friends

To be sure every merchant is in business to make money; yet we declare, as we declared a year ago at our first Sale, which created such a distinct sensation:

"This sale is not a money-making sale. We do not desire profit. It is friends we desire, and friends we will make by the remarkable intrinsic values offered."

An Appeal to Town Pride.

A Busy Man

Wrote us a business letter. He complimented our brand of "—" very highly—said he admired our idea of advertising to the world that it's a St. Louis product—it was an honor for St. Louis to be the home of so good an article. We like to receive such letters—our ever-increasing sales show us that our "—" is well liked—but such letters are always welcome.

CASH BUYING

Compare our prices with what you pay — note the saving on every article. We couldn't sell at these prices on credit. We ask for the cash and give you a discount in lowest possible prices. All goods warranted satisfactory or money cheerfully refunded.

For a Restaurant.

Just Think!

A real German dinner, cooked and served in the best possible manner, and the cost is only 20 cents. Don't be prejudiced — try one.

A Custom-Made Argument.

You can't expect to create the impression that you are well dressed unless your clothes are

Made for You.

Equivocate as you may, the fact remains that ready-made garments lack that air of exclusiveness which custom work possesses.

Another.

Why Not

wear perfect clothing when it can be purchased as cheaply as poor-fitting, ready-made garments?

We have an extensive line of imported and domestic cloths of beautiful patterns which we are making up at prices as low as ready-made clothing is offered.

BEST WORK FOR THE LEAST MONEY.

After Holidays. For a Stationer.

Calendars At Half.

We clean up stock this week. All the beautiful Art Calendars left over from the holidays are to go at the bargain price. Excelsior Diaries, big and little. Daily Memorandum Calendars and other desk furnishings.

Full line of Blank Books and Office Supplies.

A Hint for a Newspaper.

If you can afford to rent store space in Spokane you can afford to buy advertising space in the *Spokesman-Review*.

Need Some Dishes?

Dishes, Glasses, Knives, Spoons and Forks, or a Set of Carvers, or something else to make the dinner table pretty and inviting? The best place to get them is at

For a Carpet Store.

In Our Line

of Linoleums and Oilcloths you'll find a splendid variety of standard goods to select from. The patterns are new and artistic, the quality unsurpassed and the prices moderate. We have several patterns in the different width goods especially adapted to offices.

WE KNOW

You have but few spare moments to read and meditate over advertisements. But put us on your shopping list and come in and see what we can do for you. We are sure we can save you time and money.

For a Druggist or Any Business.

This Is a Place

where you can get full value for your money.

We sell on a small margin; we are doing a large enough business to enable us to do so.

For prescriptions you are not charged more than the actual labor, plus a reasonable price for pure drugs, at

Full of Facts and Prices.

LAMPS.

Biggest inducements ever offered in — for the money. I have an immense stock of Lamps of all kinds—in fact, the largest and finest assortment of new and up-to-date lamps ever shown in —, which I positively must sell, and to do this I have marked them at prices never before heard of in this city. An elegant Banquet Lamp, center draft, round burner, with globe to match, \$1.67, \$1.97, \$2.17 and \$2.47. A large, handsome Parlor Lamp, such as is sold elsewhere for \$5, at \$3.87. 300 lamps, all new and pretty, latest designs and shape, from \$2 to \$25. I have about 500 separate globes, all shapes, designs, decorations and values, several sizes, from 47c. to \$3 each.

Office Supplies.

Save time by coming to us first for anything in office supplies. This line is our specialty, and we carry in stock about everything to be thought of that is staple or novel.

Real Estate.

LAKEVILLE.

Who Wants a Charming Home in That Town?

I have the most delightful place in Lakeville, comprising two and a half story house of 10 rooms, arranged for two families, with 60x320-foot lot, plentifully supplied with fruit, that I want to sell to an appreciative customer. It is an unusually charming place, located where the air is fine and the water of the best. I can make the price and terms right on this property.

Tell Why.

Easily First.

There is always a "best" in everything. Whiskies are no exception. We do not merely assert, but we give reasons why the popular and famous blend known as

BLANK'S

is the best in the world.

Let's Talk Business!

You like to dress well; you like to look well—on as little money as possible.

You can't look well in those faded, baggy trousers. Can't afford to buy a new pair just now, though. Bring those pants around to us—we'll clean, dye and press them back into newness for One Dollar.

Facts Are Stubborn Things.

— Business College has twice as many pupils in actual attendance as any other business college in —; has placed over 260 graduates in situations the past nineteen months, and new pupils enter every week. —'s has the largest teaching faculty, does the best work, and fulfills all statements and promises it makes. Mr. — is daily in the school, teaching as usual.

For a Furniture Store. With Pictures and Prices added this would be all right.

The Dining-Room

We have just received a new lot of Extension Tables, Chairs and Sideboards, finished in both golden and antique oak. They must be seen to be appreciated. Some nice pieces at moderate prices.

Good Business Policy.

A Well Dressed Customer Is Our Best Advertisement.

It's not alone the providing of the right clothes that makes him a well dressed man, but also in giving the garments proper care, which you probably know we do for a reasonable period—and no charge attached to the work at all.

For a Business College.

Nine Out of Ten.

Nine persons out of ten must begin business life by serving. Few are ever placed in command without it.

The — College teaches the dignity of service. Its students are trained to skill in the arts that are in demand in the business world. It teaches that they are best fitted to command who have learned to serve best.

It is a thoroughly American institution and follows methods indorsed by the leading merchants and bankers of the country.

Its instructors are persons of skill in their respective arts, who have proved their ability as teachers.

All these opportunities it offers to your boy and girl, and guarantees employment to graduates of the full course upon their graduation.

Good for Any Business.

Take a Minute

and spend it at our offices. If you have any tooth troubles. We are always glad to hear of your troubles. We have a way of filling your teeth with Porcelain, as many people object to gold and silver. Better see us. We charge nothing for examinations.

Tell Your Wife

To Buy Pure Ice,
To Buy Clean Ice,
And to Buy Table Ice.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Does anybody know what is the circulation of the *New York Times*?

I receive from the *Times* a continual stream of postal cards and circulars, most of which are made up of statements from newsdealers that their sales of the *Times* have, during a certain period, increased one hundred per cent, or two hundred per cent, or some other large percentage.

This is first-rate as far as it goes, and it would be excellent if the newsdealer told just how many copies he started with.

On pages 9 and 13 of PRINTERS' INK, for December 28th, are two distinctly contrasting ads.

On page 13 the *New York Times* says:

The *New York Times*, character, volume of circulation and advertising rates considered, is the best advertising proposition in the United States.

On page 9 the Curtis Publishing Co. says:

Eight hundred and ninety-six thousand four hundred and forty copies of the *Ladies' Home Journal* were printed for December, 1898, all subscribed or paid for, not returnable from newsdealers. After deducting all expirations, we begin the new year, January number, 1899, with 840,000 copies as the first edition.

There is some definite information.

We can judge of the character of the paper for ourselves.

We can tell by sizing it up about what sort of people are likely to buy it, but we can't for the life of us guess how many of these people there are. That information must come from the paper, and it is the most important information the paper can give. It is even more important than the price of the space.

A. G. Spalding & Bros. have recently announced that they would cut the jobber out of their business for the reason that the jobber cuts prices.

Within a day or two after the publication of this announcement in the *New York Sun*, Spaldings published an advertisement, part of which reads:

"Special Sale of Peck & Snyder's American Cushion-Bearing Ice Skates: No. A—former price \$4, now \$1. No.

B—nickel plated, former price \$5, now \$1.50."

It seems that Spaldings believe that price-cutting is good or bad according to who does it.

Here is a trade paper ad from *Boots and Shoes Weekly*.

It shows that the advertiser is wide-awake, looking for good points, and that when he finds them he makes good use of them:

How Does This Idea

Strike You

For Advertising Rubbers?

Here's an article that recently appeared in *Harper's Bazar*. Now, *Harper's Bazar* carries more weight among women than any other paper in the United States. Quote this article, headlines and all, in your local paper, and then simply add that you carry a full line of the famous old Wales-Goodyear rubbers—Low Cut Rubbers, High Front Rubbers, Arctics, Gaiters, everything, every size, for everybody—and see if this does not bring trade.

"WHY RUBBERS ARE CONSIDERED 'GOOD FORM.'"

"There was a time, not so many years back, when it was not quite fashionable to appear too robust. A little languor was considered rather becoming in a young woman. But that day has passed. The pale, drooping, indoor girl has given way to the riding, walking, golf-playing girl. Health has received the seal of fashion.

"And everything that conduces to health is now good form. For instance, in the matter of wearing rubbers. A few years ago a good many women objected to wearing rubbers, on the ground that they detracted from the trim appearance of the foot. But everybody knows that nothing else ruins the health as quickly as wet feet, and the only possible way to have dry feet—especially in winter—is to wear rubbers. So rubbers have come back into style as indispensable to good health.

"The added fact that rubbers are now so much more shapely and graceful in their lines than they were a dozen years ago, and that they are now made in such infinite variety, has served, of course, still further to increase their popularity."—*Harper's Bazar*.

Then get the paper to put a line in its locals, saying that if women want to know what *Harper's Bazar* says about the fashionableness of wearing rubbers, just to look at your advertisement.

WALES-GOODYEAR CO.

In small country towns people generally pay list prices for everything.

As the town grows, business increases, competition increases, and

merchandising is carried on on small profits—the list prices are cut. The bigger the city, the more this is in evidence.

This country isn't as small as it was one hundred years ago. It isn't even as small as it was last year, and as its size has increased business methods have changed.

The day of big margins in merchandise is past.

The only man who can continuously get a big margin now is the owner of a patent, or of a proprietary article the component parts of which are a mystery.

If a manufacturer of any staple article, even though it be trademarked, wishes to hold his trade and wishes to prevent price-cutting, he will content himself with a reasonable margin of profit and will insist that the jobber and retailer also content themselves with a reasonable margin. He will, in short, help to put business on a healthful basis.

To be sure, even in his case, a department store here and there may occasionally get hold of his goods and cut the price way below cost, but they will not do it permanently, and they will not do him any material damage.

The department store that sells Douglas shoes at a dollar ninety-five isn't going to do it very often or very long at a time, and the result will be rather helpful than detrimental to Mr. Douglas.

My impression is that about the only man who is troubled by price-cutting on his goods is the man whose profit is too big.

The modern tendency is to do business on a small margin of profit.

Thousands of people are working and studying all the time to increase the purchasing power of a dollar.

Shoes as good as the "Regal" for three dollars and a half were unknown a few years ago.

The reason that they are possible to-day certainly is that the manufacturer is willing to take a close profit on each sale and depend on the number of sales to give him the income he desires.

It is generally true that as the price is reduced the volume of trade increases. And also that as the volume of trade increases, the possibility of economy in manufacture and management also increases.

Retailers learn this, and if the margin of profit is too great on any line of goods they sell, they naturally see the possibility of increasing their trade by cutting off some of the profit.

The same thing occurs to the jobber, and his competitor, in order to keep up with the procession, must meet the cut, or cut under.

By and by certain lines of goods are being handled at cost, and as that sort of trade is not particularly exciting, naturally the pushing is done on some other line which will pay a reasonable profit.

The trouble started because profits were too great all along the line.

GREENVILLE, MISS., Jan. 3, 1898.

Editor of PRINTERS' INK:

DEAR SIR—I inclose you an advertisement that I am running in the newspapers published in the territory in which I operate.

Some kindly-disposed folks have told me that it is a good advertisement. Perhaps it is; at least I have found it a "puller." I send it to you for criticism—if you think it worth the powder.

I have been a constant reader of PRINTERS' INK for years, and the little I have been able to learn about advertising came from reading the Little Schoolmaster. I started life as a printer—that is to say, after acquiring a common school education, and then making a dash through one of the best military schools of the country. Then I became a newspaper reporter, afterwards an editor of several newspapers that I thought I owned until the sheriff put in appearance, but, finding the profession too trying on the nerves, because of my natural failing of calling a spade a spade, I quit the profession and went to selling real estate.

This advertisement was "set up" by myself in a hurry and without any "copy" to go by. I thought I knew what I wanted to say, and from the number of replies I have had to it, it seems that I managed to attract the attention of the people I was after.

I'd like to know what you think of an effort in which little time and care was spent.

Yours very truly, L. T. BRAWNER.

I Want to Sell You a Plantation....

I have for sale a number of most desirable plantations in Washington, Bolivar and adjoining counties.

They run from 300 to 2,800 acres.

They range in price from \$3,000 to \$75,000.

They will be sold on the most advantageous terms—to the purchaser.

Terms that beat paying rent.

Because the yearly payments—including interest—are lower than you would pay as rent on similar plantations, and at the end of the year you've got something to show for what you've paid out.

All these plantations are under high state of cultivation.

And above high water.

All have good residences—some of them

very good indeed—and all have the necessary tenant houses.

All are equipped with personal property—mules in the lot, corn in the crib, hay in the loft, and farming implements in the shed.

All you have to do is to move in.

In most instances, if purchaser pays cash for the personal property on a place, no other payment need be made for a year.

And in nearly every case the yearly payments equal a low rent per acre for land in actual cultivation, with the rest thrown in.

And the "rest thrown in" is sometimes as much as 400 to 600 acres—good timber land, and land easily available for pasturage.

Terms easy—long time and low rate of interest and lenient treatment.

I have also a number of most desirable plantations located in the best portions of Arkansas and Louisiana that will be sold on very reasonable terms.

Also many acres of good timber in all three States on similar reasonable terms.

Also a number of lots in the most desirable residence portion of Greenville.

Now let us reason together:

If I can sell you a plantation on about the same yearly payments as you are at present paying as rent, and give you a long term of years in which to pay the price, would it not be to your interest to buy?

I think so.

Most people know so.

And lots of good people are doing so.

Then, why don't you do so?

Come and see me, or drop me a line and I'll go and see you—and if you want to trade, a trade will be made. I'm on the trade.

And don't be afraid that I haven't got just what you want—you can be the judge.

At least, let's have a talk.

It will pay you.

LOUIS T. BRAWNER,

Office in Daily Democrat Bldg.

P. O. Box 336.

GREENVILLE, MISS.

This advertisement is one of the best that I have ever seen.

It states a plain proposition plainly, without any frills, and in a most engaging and convincing manner.

I don't think any one can read this announcement and fail to believe that Mr. Brawner knows his business, is in earnest about it, and has some good propositions to make.

The more I see of advertising the more I am convinced that it is wise to use only the strong papers in any given class, unless you have so much money to spend that you feel like going into absolutely everything that is printed.

There is no use buying space at retail when you can buy it at wholesale.

You can buy three hundred thousand circulation from one publication cheaper than you can buy the same quantity from ten publications, and the circulation is likely to be better.

A publication with three hundred thousand circulation has a sufficient income and does a sufficiently profit-

able business to make the cost of reading matter, engravings and composition comparatively unimportant. It can afford to pay better prices for its reading matter and pictures than can a less prosperous paper.

If a publication with fifty thousand circulation furnishes the same quality and quantity of reading matter and pictures as does the publication of three hundred thousand circulation, it must of necessity get a higher price per copy and a higher proportionate price for its advertising.

As a matter of fact, the publication of small circulation seldom contains matter as good as that furnished by its larger competitors.

Of course the matter and pictures in the *Century* are superior to the matter and pictures in *Munsey's*, but the advertising rate in *Munsey's* figures down to about sixty-six cents per page per thousand circulation, while that of the *Century* is about one dollar and a quarter per page per thousand.

There are doubtless some things for which advertising space in the *Century* would be more valuable per thousand than that in *Munsey's*, but I hold that in most cases the advertiser is wise who places *Munsey's* on his list ahead of the *Century*.

It is probably true that most magazine advertisers can profitably use the *Century* space at its price, but certainly if a page can be made profitable at a dollar and a quarter a thousand, it should be possible to make it more profitable at sixty-six cents. I believe in using all the needed space I can buy at sixty-six cents, before I pay seventy-five cents, or a dollar, or a dollar and a quarter.

The exception to this is in the case of a publication with a new circulation—the publication that in a new form, or because it is entirely new, gains a large temporary circulation among people who buy it to see what it is and to determine whether or not they want to buy it regularly.

This temporary circulation is of less value than the circulation which is solid and permanent, going to the same people time after time.

Continuous insertion of an advertisement in a paper whose readers are constantly changing is practically equivalent to one time insertions.

Rates in such papers should be very low to attract an experienced advertiser.

A Malicious Salesman

Office of "THE DAILY RECORD." }

T.O.V, Ohio, Jan. 7, 1899. }

Printers Ink Jonson, 8 Spruce St., New York City:

DEAR SIR—Inclosed find check for \$5.00 (five dollars), for which send us one 100-pound keg of ink. We began using your ink last spring, and this is our third order, and is twice the size of the others. We have not used any other ink because we are satisfied with yours. After receiving our first order (which was 6½ cents less in price and better than ink we bought in Cincinnati) two or three ink men came along. One of them, after learning that we were using your ink, and that it was all right, declared that that was the experience of all who purchased ink from you, but that if we bought of you again the ink would be "rotten." Notwithstanding his contrary advice we bought again, and found the second order even better than the first; for, although our press is situated so that the ink and rollers are nearly always cold, we never fail to get as good print on the paper as the Cincinnati *Enquirer*, *Commercial-Tribune*, or any of our exchanges. We like your methods; we like your ink; we would rather pay cash—it's cheaper and better.

Very truly yours,

W. S. & D. L. CROV,
Props. *The Record*.

It is very amusing to hear the different versions of ink men regarding my methods of doing business. They never seem to have a good word for me, but when they run across any of my customers, they will offer to meet my prices and give credit. Sometimes they secure orders, but in nine cases out of ten the goods are returned, or the printer makes up his mind not to buy any more. It is impossible to give the same grades that I sell, as the salesman's expenses and other incidentals must be deducted from the quality. The house loses the trade, and the salesman loses the man's friendship. I employ no agents. I keep no books. I make no bad debts. I give more value for a dollar cash than my competitors would for three dollars on credit. Send for my price list and compare it with what you are now paying. If the saving is not fifty per cent I don't want your orders.

Address

PRINTERS INK JONSON, 8 Spruce St., New York.



MILWAUKEE,

WIS.

Milwaukee is one of the most prosperous and beautiful of Western cities. Its proximity to Lake Michigan's cool breezes renders it a delightful place of residence.

Its Street Car System is perfection, the equipment being models of the car builders' art. The different routes cover effectually all parts of the city and suburbs, one line extending to Waukesha.

The population is 275,000.

We control all the advertising privileges.

GEO. KISSAM & CO.,

Matthews Building,

Third Street and Grand Avenue, Milwaukee;
253 Broadway, New York.



The Journal New York

The statement is frequently made that "nothing takes the place of age in a newspaper." It is not true. It is the wail of old age left behind in the race with aggressive youth.

Napoleon was emperor of France at thirty-five. Thomas Jefferson penned the Declaration of Independence at thirty-three. Could white-haired age have done more?

Two elements make the success of a newspaper—its circulation and the confidence of its readers. The newspapers of the country, one and all, now bragging of their age, are publications of small circulation.

THE NEW YORK JOURNAL, young, alert and aggressive, has distanced all competitors in circulation and enjoys to the fullest the esteem, confidence and sympathy of its millions of readers.

That is why all advertisers get better results from THE JOURNAL than from any other daily newspaper.